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PUBLISHER'S BINDING

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 65 NEW YORK, U.S.A., MONDAY, OCTOBER 3, 1960 TEN CENTS

EDITORIAL

The Pay-TV Order

By Sherwin Kane

EXHIBITION, and particularly the leaders of its organized opposition to pay television, are completely satisfied with the Federal Communications Commission's order setting a full week of hearings, Oct. 24 through 28, on Hartford Phonevision's application to conduct a three-year test of pay-tv in Hartford.

The fact that the order restricts exhibitor parties of interest to the five Hartford theatre operators and the Connecticut anti-toll-tv committee, and also restricts testimony to the affected area, is of but minor concern to organized exhibition.

The primary goal of the latter was to win an *en banc* hearing before the FCC at which they could question pay-tv proponents under oath, with special attention to programming and its cost to the public, as compared with free tv programming.

•

It is probable that when Hartford Phonevision first applied to the FCC for permission to conduct its test that it assumed an affirmative response awaited it once it had agreed to the conditions laid down by the FCC earlier for such tests.

However, Connecticut exhibitors and their anti-pay-tv committee swung into action. They retained Marcus Cohen, Washington attorney, who promptly requested a hearing on whether granting of Hartford Phonevision's application would be in the public interest.

The FCC has granted Cohen's petition and has set aside a full week before the entire FCC membership for the hearing.

•

Exhibitor leaders view the FCC order of last week as broad enough to permit probing into every phase of pay-tv operation, with the proponents as sworn witnesses for the first time.

They believe that the results, which they expect will be widely publicized, will better inform the public nationwide on pay-tv programming and cost questions, which exhibitors insist have been distorted beyond recognition by pay-tv's proponents.

Certainly, the public is entitled to a full airing of the entire pay-tv question. Naturally, that is bound to include all aspects of organized exhibitor opposition, as well as the often fanciful claims of proponents.

Allied Board to Pick New Officer Next Month; Ratifies Return of W. Pa. Unit

Special to THE DAILY

MILWAUKEE, Oct. 2.—The Allied States board of directors at its meeting in Chicago immediately preceding the organization's annual convention there next month "will endeavor to screen some very important names in an effort to find a top industry man to fill the important position of executive director," Ben Marcus, Allied board chairman, said in a statement issued here at the weekend.

The post of Allied executive director was created by the board at its last meeting, also in Chicago, fol-

(*Continued on page* 3)

Hails Editorial On 'Sick' Films

Special to THE DAILY

ALBANY, Oct. 2. — "When a person of Mr. Quigley's position and experience speaks of the motion picture industry as a 'sick' industry, it is a statement to which leaders in the industry should give careful attention and consideration."

So Dr. Hugh M. Flick, Associate Commissioner for Cultural Education and one-time director of the State Education Department's Motion Picture Division, said late Friday in

(*Continued on page* 4)

UA to Use Color TV In New Promotions

United Artists has developed a program of photographic presentations in color for television on a number of its forthcoming major releases, it was announced by Roger H. Lewis, vice-president in charge of advertising, publicity and exploitation. Showings

(*Continued on page* 3)

Stanleigh Friedman Dies; Warner V.P., Attorney

Stanleigh P. Friedman, a vice-president, director and attorney for Warner Bros. Pictures since 1931, died here Friday morning at the age of 76.

An attorney in New York for 53 years and a leading member of the Bar Association of the City of New York, Friedman also was a prominent

(*Continued on page* 2)

Will Tour to Check on 'Spartacus' Projection

From THE DAILY Bureau

HOLLYWOOD, Oct. 2. — Morris Weiner, Universal-International general manager, and Walter Beyer, head of the studio's engineering department, will personally make an ad-

(*Continued on page* 3)

Supreme Court Reconvenes Today; Film Censorship Suit Is on Docket

By E. H. KAIIN

WASHINGTON, Oct. 2.—When the Supreme Court reconvenes tomorrow, it will have only one major case before it that involves the film industry—and it may be disposed of in fairly short order.

Last March, the Supreme Court agreed to hear the case of Times Film Corp. against the City of Chicago. The case involves the legality of Chicago's censorship ordinance which demands viewing of films by censors prior to public exhibition. The specific film at issue is "Don Juan." The lower court upheld the Chicago ordinance.

The Supreme Court has agreed to hear the arguments of the parties during the week of Oct. 17. Actual date for argument has not been set, but it probably will be Oct. 20 or 21. Under the court's rules, the time for oral argument will be sharply limited.

The issue raised by the Times Film case is far broader than the single city ordinance involved. Five states and about 15 municipalities have similar rules, and 24 other municipalities have modified forms of official inspection.

Accordig to a brief submitted by the Motion Picture Ass'n. as a friend

(*Continued on page* 2)

Viewers Less

TOA Protests Candidates Debate on Fri.

Pickus Cites Conflict With Theatres, Shopping

Theatre Owners of America has protested the designation of Friday night for future tv and radio debates by the Presidential candidates, Vice President Richard Nixon and Sen. John F. Kennedy. The first debate was staged on a Monday night and, in identical messages to Sen. Thurston B. Morton, chairman of the Republican National Committee, and Sen. Henry M. Jackson, chairman of the Democratic National Committee, Pickus pointed out that larger home audiences are obtainable Monday through Friday than on a weekend theatre-going and shopping night.

Following is the text of the TOA message:

"Because Friday is traditionally a shopping and movie night, when mil-

(*Continued on page* 3)

Albany Drive-In Owner Seeks Foreign Film

Special to THE DAILY

ALBANY, Oct. 2. — Alan V. Iselin, who operates three Albany area drive-ins, will fly from New York to London, Oct. 9, on a three-week search for foreign-made films adaptable, after dubbing, to exhibition in drive-ins of the United States. He is believed to be the first outdoor theatreman in this section to attempt such a branchout operation. Iselin will visit London, Paris and Rome, having made appointments to view domestic pictures in the three countries.

"I played 10 or 12 foreign pictures in my drive-ins this season, and did so well with them, at moderate terms, that I would like to select one myself, and arrange a distribution deal," Iselin explained. "The distribution would include an appropriate advertising-publicity campaign, which is very important," he added.

PERSONAL MENTION

JOSEPH E. LEVINE, president of Embassy Pictures, has returned to New York from Rome.

•

BERNARD M. KAMBER, publicist, left New York at the weekend for Hollywood to confer on upcoming releases of Lopert Films.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by his assistant BERNARD LEVY, has returned here from Boston.

•

DAVID A. LIPTON, Universal-International vice-president, is here today from Hollywood to finalize advertising and promotion plans for the world premiere of "Spartacus."

•

B. GERALD CANTOR, president of National Theatres & Television, Inc., is here from Hollywood to attend a committee meeting of the American Congress of Exhibitors.

•

ALEX NORTH, composer of the musical score for "Spartacus," arrived in New York at the weekend from Hollywood.

•

RALPH WHEELWRIGHT, coordinator of the publicity campaign for "King of Kings" during its production in Madrid, arrives here today for meetings with M-G-M executives.

•

Producer-director WILLIAM WYLER arrived in New York yesterday from Hollywood.

•

CHARLES SMADJA, United Artists vice-president in charge of European production, has arrived in New York from Paris for home office conferences.

•

MR .and MRS. JOHN W. GARNER, operators of the Glen Drive-In at Glens Falls, N. Y., have returned there from Los Angeles.



Supreme Court Reconvenes

(*Continued from page* 1)

of the court, "the necessity for submitting motion pictures for inspection under such censorship provisions inflicts . . . an unconstitutional restraint upon motion pictures."

Motion pictures, the MPA notes, are the only form of communication by speech or press subjected to such licensing, contingent upon the examination of content prior to dissemination. "There is no justifiable basis for this distinction."

The Supreme Court will have a number of possible moves when it acts on the Times Film case. There is, of course, no indication as to which of these it will select, and it might do something different.

Among the usual possibilities for Supreme Court rulings are: (1) An order to reverse—or affirm—the lower court's judgment. (2) A decision to simply remand the case to the lower court for further proceedings, in which case the lower court's judgment would normally be vacated. (3) The court might skip the entire censorship issue and question whether federal courts should intervene in such a matter. This would mean that a Supreme Court test could be had only if the exhibitor violated the local ordinance, subjected himself to criminal prosecution, and went to the Supreme Court via the state courts. (4) A rarely used device is to dismiss as "improvidently granted" its agreement to hear the case.

It must be stressed that the Supreme Court will not be under any obligation to rule on the broad area of prior censorship. In the circumstances, it is obvious, however, that the repercussions of its action will be considerable. If it agrees that the lower court properly upheld the Chicago ordinance, it may spark additional cities and states into imposing similar rules. If the court throws out the Chicago rule—and particularly if it expresses a very liberal view on censorship powers and declares prior censorship unconstitutional — it will put the industry in a dilemma. To be sure, a major point—freedom from prior censorship—will have been gained. But this might, all things considered, provoke a flood of efforts at all levels of government to find some way around the court's liberality.

Head of Uruguay in Columbia Office Visit

President Eduardo Victor Hadeo of Uruguay, head of the special delegation to the United Nations, visited Columbia Pictures offices here Friday for luncheon and a viewing of the special presentation reel on "Pepe:" In the Uruguyan party were Senorita Beatriz Hadeo, daughter of the president; Pedro Daniel Baridon, first secretary to the president; Gualberto Fernandez, special advisor; and Jorge Hugo, second secretary to President Hadeo.

On hand from Columbia to greet the dignitaries were Leo Jaffe, first vice-president and treasurer; Mo Rothman, executive vice-president of Columbia International; Jonas Rosenfield, Jr., executive in charge of advertising, publicity and exploitation; Edward Levine, executive of Columbia International; and Michael Hoffay of the International publicity department.

President Hadeo extended an invitation to Jaffe and Rothman to be his personal guests in the near future on a visit to his capital, Montevideo.

Test Hold-Overs

HOLLYWOOD, Oct. 2.—In a practice move, National Theatres and Pacific Drive-Ins set holdovers for Valiant's current release, "Sword and the Dragon," in eight of its situations, based on opening day grosses last week which totalled $17,450 in 28 theatres.

Decision in Skiatron Case Expected Soon

From THE DAILY Bureau

WASHINGTON, Oct. 2.—The Securities and Exchange Commission is expected very soon to hand down its opinion in the case of Skiatron Electronics and Television.

Skiatron proposed a system of wired pay-tv. Its stock has been suspended from all trading for many months, and SEC last winter conducted a lengthy inquiry into the manner in which the company's stock reached the hands of the public.

'CinderFella' to Victoria

Jerry Lewis' "CinderFella" will be the Christmas holiday attraction at the Victoria Theatre here. Announcement of the Yuletide booking, which will follow the engagement of Hal Wallis' "G.I. Blues," was made by Hugh Owen, Paramount Pictures vice-president, and Clem Perry, general manager of the Victoria.

Theatre to Reopen

MIAMI, Oct. 2. — The Roosevelt Theatre on Arthur Godfrey Road, Miami Beach, which has been closed for over a year, will reopen for the winter season late in October, according to an announcement by Dave Caplan, one of the owners, who has just returned from Hollywood. Last film at the Roosevelt was Cinerama.

Stanleigh Friedman Dies

(*Continued from page* 1)

composer and arranger. His musical works included the Yale football song, "Down the Field," "Glory for Yale," "Whoop It Up" and other Yale songs; the cantata, "All Ye that Cleave Unto the Lord," and the anthem, "God Is My Trust." For "Down the Field," which he composed while an undergraduate, Yale honored him with an inscription carved into the walls of Welch Hall.

Born in Albany, N.Y., on Aug. 12, 1884, Friedman was the son of Jacob S. Friedman and Mary Pohly Friedman. He attended Albany Academy, from which he was graduated in 1901. He received his Bachelor of Arts degree from Yale College in 1905 and his law degree from Harvard in 1908.

Friedman was admitted to the New York bar in 1907. His activities in the New York Bar Association included the chairmanship of the committees on courts of limited jurisdiction and on the City Courts of the City of New York during the years 1921-1936 and 1937-1941, respectively. For many years, he served as an arbitrator for the American Arbitration Association.

In the musical field, Friedman served as president of the Schola Cantorum of New York and as director of Ballet Associates in America, Inc. He also was a member of the American Society of Composers, Authors and Publishers.

He is survived by his widow, the former Rena Frowenfeld; two children, Mrs. Dorothy Roeder and Dr. Edward W. Friedman, and six grandchildren.

Preminger Buys Rights To New First Novel

Otto Preminger has acquired the motion picture rights to "The Side of the Angels," a new novel by Alexander Fedoroff, to be published November 21 by Ivan Obolensky Inc. a native of New Orleans, Fedoroff is 33 and this is his first book. Fedoroff will write the screenplay for the film, which Preminger will produce and direct and which United Artists will distribute.

F. M. Josey, Jr., 56

ALBEMARLE, N. C., Oct. 2. — Flynt M. Josey, Jr., 56, Albemarle theatre operator, died here of a heart attack. He had been in poor health for some time. Surviving are his wife and two sons.

FOR RENT:

Studio, Offices and Workrooms. Broadway and 40's. Units from 500 ft. to 1500 ft. Centrally air-conditioned and elaborately decorated. Special arrangements for film producers, editorial services or animators.

Mr. Alfonso, Oxford 7-4323

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kabn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under tbe act of Marcb 3, 1879. Subscription rates per year, $6 in the Americas and $.2 foreigi. Single copies, 10c.

'Stars' Next Pitt. Marcus Plan Film

Special to THE DAILY

PITTSBURGH, Oct. 2.—Exhibitors in the Pittsburgh exchange area have chosen the Columbia feature, "I Aim at the Stars" as the second attraction to be handled in the area test of the Compo-Marcus merchandising plan. The film will open on Oct. 26, following completion of the first attraction, "Jungle Cat," which opens on Oct. 12.

"I Aim at the Stars," as was "Jungle Cat," will be backed by a special advertising campaign that the merchandising plan calls for. It will have 25 key runs followed immediately by showings in an additional 18 key runs. Sufficient prints for the two waves of bookings have been promised to the exhibitors' committee by the Columbia film exchange.

The following cities and towns, all key-runs, will participate in the playing of the pictures: Erie, Meadville, Oil City, Franklin, Butler, Beaver Falls, Newcastle, Sharon, Rochester, Aliquippa, Greensburg, Vandergrift, Washington, Uniontown, Charleroi, Altoona, State College, Johnstown, Indiana, Bradford and Warren, Pa. In West Virginia: Clarksburg, Wheeling, Morgantown and Fairmont.

The exhibitors' plan committee gave its unanimous approval over the weekend to "I Aim at the Stars" as the second film to be featured in the special merchandising project, the results of which are being awaited with keen interest by exhibitors throughout te country.

The project, initiated by Ben Marcus, Wisconsin circuit theatre operator and a member of the Compo governing committee, has been set for a six-month test in the Pittsburgh exchange area by agreement of the area's exhibitors and the general sales managers and advertising heads of the MPAA company members.

'Spartacus' Projection

(*Continued from page* 1)

vance check on every theatre that has booked the Bryna Production, "Spartacus," for a roadshow engagement. The check is being made by the U-I executives to insure perfect presentation of the Super Technirama 70 film with its six channel sound track, both as regards projection and sound reproduction. Wherever any difficulties are encountered on test runs Weiner and Beyer will advise the theatre staffs on what should be done to correct the trouble.

Weiner and Beyer left over the weekend for New York to check the DeMille Theatre, where "Spartacus" will have its world premiere next Thursday. From New York they will go to Boston, Philadelphia and Chicago to check the theatres in those cities. They then will return here to make a check of the Pantages Theatre ahead of the Oct. 19 opening of the picture. Following the local opening, they will visit additional cities where the picture has been booked.

Allied Board to Decide

(*Continued from page* 1)

lowing the retirement of Abram F. Myers who, as board chairman and general counsel of Allied since its inception, had been its chief administrative officer. The board at that time named Marcus chairman of a committee consisting of Trueman Rembusch and Jack Kirsch which was charged with interviewing those considered for the new executive director's post.

Refused by Schwalberg

At the time, Al Myrick, Allied president, named Alfred W. Schwalberg, president of Citation Films, New York, as Allied's No. 1 choice for the position. Last week, MOTION PICTURE DAILY was told by Schwalberg that he had discussed the subject with Marcus but could not take the post.

In his statement Marcus also reported that the Allied board has unanimously ratified the reentry of Western Pennsylvania Allied to full status in national Allied. The Western Pennsylvania unit withdrew along with Independent Exhibitors of New England following last year's annual national board meeting and election of officers.

The Western Pennsylvania group voted to renew its membership several weeks ago but IENE, which held its anual convention about the same time, has given no consideration to rejoining Allied.

Marcus said, "Western Pennsylvania is one of the largest and strongest links in Allied and has always been one of Allied's staunchest units.

"From the ranks of this unit came some of the great exhibitor leaders—M. A. Rosenberg, who became national president of Allied, and Fred Harrington, their able secretary who for many years guided the unit through many stormy sessions in the state legislature. Other strong leaders from this great unit are Morrie Finkel and his brother, Harry Hendel and the Stearn brothers—to mention only a few.

"With the return of this strong unit, Allied will look forward to a new era in motion picture history."

UA to Use Color TV

(*Continued from page* 1)

of the new material will be presented on local daytime color tv programs aimed primarily at women and teenage audiences in major markets throughout the country.

Lewis said UA will kick off its new promotion program with "The Magnificent Seven," which has been set for a mass saturation booking in 1,000 situations in the South and Southwest beginning Oct. 12.

Four separate sets of presentations on each film, consisting of production scenes and off-camera shots taken on location, will be sent in quantity to UA fieldmen around the country for servicing to local television stations.

Fox Meet Tomorrow On 'Esther' Here

To further implement promotional plans for the Dec. 1 international world premiere of "Esther and the King," Charles Einfeld 20th Century-Fox vice-president, and Rodney Bush, exploitation director, will hold a conference tomorrow with the company's Eastern ad-pub field managers at the New York office. The meeting will be the second in a series of executive-field force conferences designed to formulate advertising, publicity and exploitation strategy for the simultaneous American-Israel opening of the film.

Einfeld conducted an earlier meet with the company's midwestern field representatives in Chicago.

The company's eastern ad-pub chiefs scheduled to attend the Tuesday gathering are: Dick Richmond, New York; Phil Engel, Boston and New Haven; Hal Marshall, Philadelphia and Washington; Harold Cummings, Charlotte, and Ralph Buring, Pittsburgh and Buffalo.

TOA Protests

(*Continued from page* 1)

lions of people will be away from their homes and thus unavailable as a tv audience, may I urgently request, in behalf of Theatre Owners of America, reconsideration by the National Campaign Committee of the date for the next and future televised debates between Vice President Nixon and Senator Kennedy.

"The television audience potential is far greater on Monday through Thursday nights, than on Fridays through Sundays. Further, motion picture theatre attendance was down nationally no less than 15 per cent last Monday when the first debate was held. The forthcoming Friday debate, coming on a prime shopping and movie night, should have even greater adverse impact upon our attendance.

"We recognize problems of changing television commitments, but respectfully urge an attempt be made to shift the forthcoming dates to give your candidate the greater audience that would be available to him Mondays through Thursdays."

Ballots Are Mailed in Academy Bd. Election

From THE DAILY Bureau

HOLLYWOOD, Oct. 2. — Ballots have been mailed to the members of the administrators branch of the Academy of Motion Picture Arts and Sciences to fill the board of governors vacancy created by the death of the late Academy president, B. B. Kahane. Voters in the special election are being asked to decide among E. J. Mannix, Harold J. Mirisch and Milton Sperling, nominated during the board elections last May.

The administrator elected will serve on the board until the next election in May, 1961. Ballots, mailed directly to Price Waterhouse & Company, must be returned by Oct. 6.



PEOPLE

Doris Day will be honored by Universal at a press luncheon at the Plaza Hotel here on Thursday in connection with the mid-October opening of her latest film, "Midnight Lace," at Radio City Music Hall.

□

Glenn Norris, 20th Century-Fox general sales manager, will hold a press conference at the home office this morning to discuss forthcoming product with trade press representatives.

□

Louis Nizer, prominent attorney and author, has been named guest of honor for the 1960 "Health for Peace" dinner to be held at the Waldorf Astoria Hotel here, Dec. 14, on behalf of the Children's Asthma Institute for Research, **Max E. Youngstein,** honorary chairman for the dinner, announced. **Maxwell Rabb,** attorney, will be chairman.

□

Dan Peterson of Brookings, S. D., was winner of the grand prize in the Theatre Owners of America treasure chest at the recent convention in Los Angeles. He received a color television set donated by APCO, Inc.

□

The Westrex Corporation, a division of Litton Industries, has created two key executive positions in its international department and will expand the number of products it represents for distribution and servicing. **George T. Scharffenberger,** Westrex president, announced the appointment of **Anthony Easton** to the new position of director of international sales. At the same time he announced that **Harry M. Rich** has been named manager of the newly created import department.

Award for 'Song'

BONN, Germany, Oct. 2.—William Goetz' "Song Without End," the story of Franz Liszt, has obtained the Praedikat Wertvoll award, it was announced here. The honor is awarded to films of unusual merit and carries various monetary advantages.

'Apu' Bows Tonight

A special invitational premiere for the Ambassadors to the United Nations, sponsored by UNICEF, will be held tonight at the Fifth Avenue Cinema, for the Indian film, "The World of Apu," and the UNICEF cartoon, "Children of the Sun." Both are released by Edward Harrison.

Rita Moreno Signed

HOLLYWOOD, Oct. 2.—Rita Moreno, currently before the cameras in a co-starring role in Mirisch Pictures "West Side Story," has been signed to a three-year contract by the independent company, it was announced by Harold J. Mirisch.

Sees $1,000,000 Gross For Commercial Films

From THE DAILY Bureau

HOLLYWOOD, Oct. 2. — The industrial and commercial film division of Paramount Pictures will reach a gross of $1,000,000 in its initial year of operation, Walter Bien, operating head and Paramount partner in the division through his company SIB Productions, Inc., said at a luncheon interview in the Hollywood Roosevelt.

Bien, a youthful veteran in the commercial film field, who instituted similar departments for U-I, Warners and Four Star Films, forecast a sharp increase next year in income for that division on the Paramount lot.

Bien, who has made a number of films for such accounts as U.S. Steel, du Pont and Dow Chemical among others, and is currently preparing a special film for the stock exchange, said, "Entertainment is the keynote to obtaining the desired impact of sales appeal or public relations efforts on the part of commercial and industrial sponsors."

Hail Editorial

(*Continued from page* 1)

commenting on a recent MOTION PICTURE DAILY editorial by Martin Quigley, Jr.

"The Evangelist," official weekly of the Albany Catholic diocese, in the issue out that day, carried a National Catholic Welfare Conference news service story on the editorial.

The syndicated report set forth that "a leading movie industry trade paper has warned a continued flood of 'sick' films from Hollywood will have 'one inevitable result—a dead industry'."

The N.C.W.C. article added: "Mr. Quigley said that the movie Production Code and its administration are 'sick' too, being unable to deal with their problem."

Dr. Flick agreed with the editorial in its stand on the present ineffectiveness of the industry's self-regulating machinery.

Flick believes that only a great force and a sustained effort, which the major producing companies would have to support unequivocally, can restore the Production Code to its former level as a restraining force on the production and presentation of objectionable films.

The educator doubts this reversal will take place "while the present trend continues."

This trend, Flick commented, takes two courses: "The production of an increasing number of pictures with 'borderline' themes, and the release of many films, foreign and domestic, made by producers who are not signatories to the Production Code."

Dr. Flick questioned the assertion by Paul N. Lazarus, Jr., Columbia Pictures vice-president, at the first of two meetings in New York between the broadcasting and film commission of the National Council of Churches and representatives of the motion picture industry—namely that "self-regulation is still effective."

Flick believes that the motion picture industry is "unwise" in attacking the constitutionality of a state licensing law like New York's and also that "the industry fails to realize a good deal when it has one, things could be far rougher for the industry."

He predicted that support for a film classification bill, similar to the one which the Assembly last March overwhelmingly approved but which was bottled up in the Senate rules committee and did not come to a vote before adjournment, will unquestionably be manifested at the 1961 legislative session.

The Younglove-Duffy bill, which authorized the motion picture division to classify films as "suitable for patronage by children attending elementary and secondary schools in the state," and which permitted exhibitors, producers and distributors to advertise a film so rated, was strongly opposed by the industry.

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Techirama; vv, VistaVision; rs, Regalscope.

► OCTOBER

AA—TIME BOMB: Curt Jurgens, Mylene Demongeot
AA—BLOODY BROOD: Barbara Lord, Jack Bett
AA—SEREGENTI SHALL NOT DIE, c: Documentary
AIP—THE ROUGH AND THE SMOOTH: Nadja Tiller, Tony Britton
AIP—JOURNEY TO THE LOST CITY, c: Debra Paget, Paul Christian
BV—JUNGLE CAT, c: True-Life Adventure
BV—TEN WHO DARED, c: John Beal, Brian Keith
COL—I AIM AT THE STARS: Curt Jurgens, Victoria Shaw
COL—LET NO MAN WRITE MY EPITAPH: Burl Ives, Shelley Winters
COL—I'M ALL RIGHT JACK: Peter Sellers
MGM—KEY WITNESS: Jeffrey Hunter, Pat Crowley
MGM—WHERE THE HOT WIND BLOWS: Gina Lollobrigida, Yves Montand
PAR—THE SAVAGE INNOCENTS, c, te: Anthony Quinn, Yoko Tani
20-FOX—THE BATTLE OF AUSTERLITZ, c, cs: Leslie Caron, Rossano Brazzi
20-FOX—DESIRE IN THE DUST, cs: Raymond Burr, Martha Hyer
20-FOX—SECRETS OF THE PURPLE REEF, c, cs: Peter Falk
UA—THE ALAMO, c, todd-AO: John Wayne, Richard Widmark
WB—SUNRISE AT CAMPOBELLO, c: Ralph Bellamy, Greer Garson
WB—THE DARK AT THE TOP OF THE STAIRS, c: Robert Preston, Dorothy McGuire
WB—GIRL OF THE NIGHT: Anne Francis, John Kerr

► NOVEMBER

AA—HEROES DIE YOUNG: Erika Peters, Robert Getz
AA—THE UNFAITHFULS: Gina Lollobrigida, May Britt
AA—THE PLUNDERERS: Jeff Chandler, John Saxon
AIP—KONGA, c: Michael Gough, Jess Conrad
COL—SURPRISE PACKAGE: Yul Brynner, Mitzi Gaynor
COL—HELL IS A CITY: Stanley Baker, Maxine Audley
COL—JAZZ BOAT, cs: Anthony Newley, Anne Aubrey
MGM—BUTTERFIELD EIGHT, c, cs: Elizabeth Taylor, Laurence Harvey
MGM—GORGO, c: William Travers, William Sylvester
PAR—G.I. BLUES, c: Elvis Presley, Juliet Prowse
20-FOX—CIRCLE OF DECEPTION cs: Bradford Dillman, Suzy Parker
20-FOX—NORTH TO ALASKA, cs, c: John Wayne, Capucine
20-FOX—DOUBLE TROUBLE, cs: Tommy Noonan, Peter Marshall
20-FOX—TESS OF THE STORM COUNTRY, c, cs: Diane Baker, Lee Philips
UA—INHERIT THE WIND: Spencer Tracy, Fredric March (special dates)
UA—THE MAGNIFICENT SEVEN, c: Yul Brynner, Eli Wallach
UNI—MIDNIGHT LACE, c: Doris Day, Rex Harrison
WB—THE SUNDOWNERS, c: Deborah Kerr, Robert Mitchum

► DECEMBER

AA—HEROD THE GREAT, c: Edmund Purdom, Sylvia Lopez
AA—DONDI: David Janssen, Patti Page
AIP—GOLIATH AND THE DRAGON, c: Mark Forest, Brodrick Crawford
BV—SWISS FAMILY ROBINSON, c: Dorothy McGuire, John Mills
COL—THE THREE WORLDS OF GULLIVER, c: Kerwin Mathews, Jo Morrow
COL—THE WACKIEST SHIP IN THE ARMY, c: Jack Lemmon, Ricky Nelson
COL—PLEASE TURN OVER: Ted Ray, Jean Kent
MGM—CIMARRON, c, cs: Glenn Ford, Maria Schell
MGM—MAGIC BOY, c: feature-length cartoon
PAR—THE WORLD OF SUSIE WONG, c: William Holden, Nancy Kwan
PAR—CINDERFELLA, c: Jerry Lewis, Judith Anderson
PAR—A BREATH OF SCANDAL, c: Sophia Loren, Maurice Chevalier
20-FOX—FLAMING STAR, c, cs: Elvis Presley
20-FOX—ESTHER AND THE KING, c, cs: Joan Collins, Richard Egan
20-FOX—THE WIZARD OF BAGDAD, c, cs: Dick Shawn, Diane Baker
UA—EXODUS, c, Panavision 70: Paul Newman, Eva Marie Saint (special dates)
UA—FACTS OF LIFE: Bob Hope, Lucille Ball

Television Today

TV Plans Competition To Award $10,000

A sum of $10,000 will be awarded for plans which advance scientific knowledge in mass communications, according to the governing committee of the Competition on Plans for Television Research in an announcement at the week-end.

Seeking plans for new research on the effects of tv on human behavior, the competition was originated and is presently being executed by a group of educators and businessmen headed by Yale University professor Mark A. May.

The competition, which is being underwritten by the Television Bureau of Advertising, Inc., was termed unusual by Dr. May because "it is for plans, research strategies, to accomplished research. The (governing) committee feels that by focusing attention on the critical phases of definition of the research problem and design of the research strategy, it can best encourage and improve advanced research."

Rules for Judging

Anyone is eligible to submit a plan which will be evaluated on the basis of importance of the problem selected, the originality, the breakthrough potential of the research strategy as well as its soundness and practicability, the potential of the anticipated results for generalization, and the clarity and completeness with which the plan is presented.

In addition to Dr. May, the governing committee includes Leon Arons, TvB vice-president for Research; C. R. Carpenter, professor of Psychology ad director of the Division of Academic Research and Services, Penn. State University; John B. Carroll, professor, Graduate School of Education, Harvard University; Joseph T. Klapper, consultant, Communications Research, Behavioral Research Service, General Electric Co.; Paul F. Lazarsfeld, chairman, Dept. of Sociology, Columbia University; Wilbur Schramm, professor of Communication Research and director, Institute for Communication Research, Stanford University; and Milton Sherman, client service director at Marplan, McCann-Erickson.

WMRC, Greenville, Buys Knoxville TV Station

Special to THE DAILY

GREENVILLE, S. C., Oct. 2. — The purchase of tv station WBIR in Knoxville, Tenn., by WMRC here has been announced by Taft Broadcasting.

The purchase price of $3,200,000 incudes the tv statio, an am and fm radio station. The change in owners will become effective upon FCC approval of the transaction.

WNTA-TV Names White V.P., General Manager

Henry White has been appointed vice-president and general manager of WNTA-TV, effective immediately, it was announced here by Ted Cott, NTA vice-president in charge of station operations.

White was formerly national sales manager of Screen Gems, Inc. He won the first Peabody Award for a dramatic tv series.

Donna Reed Heads Education Committee

Donna Reed will serve as chairman of the 22 performers and executives on this year's Television Committee for American Education Week, it was reported here at the weekend. Aside from Miss Reed's show for ABC, CBS's "Dennis the Menace" and Shirley Temple of NBC will film one-minute spots on Education Week which, this year, will be Nov. 6-12.

The tv personalities listed on Miss Reed's committee are Steve Allen, Leonard Bernstein, Pat Boone, Hugh Beaumont, Barbara Billingsley, Chet Huntley, David Brinkley, Walter Cronkite, John Daly, Robert Cummings, John Forsythe, Dave Garroway, Andy Griffith, Ruth Hagy, Sam Levenson, Art Linkletter, June Lockhart, Lynn Poole and Robert Saudek.

Stone to Supervise Radio Code Activity

From THE DAILY Bureau

WASHINGTON, Oct. 2.—Charles M. Stone, a broadcaster with 26 years experience, was appointed today to supervise administration of the Radio Code of the National Association of Broadcasters. The appointment, effective Nov. 1, was announced by John F. Meagher. NAB vice-president for radio, who will direct Stone's activities.

American Hardware Will Sponsor 'Underwater'

The American Hardware & Supply Company will sponsor NTA's "Assignment Underwater" television series in behalf of its retail hardware dealers in a total of six states. E. Jonny Graff, NTA vice-president in charge of sales in the East, announced. This marks the first time that the American Hardware & Supply Company will use television for its dealers. The company plans to start with a minimum of five stations and increase its coverage to a total of 20 stations.

The first station to carry the program under the American Hardware sponsorship will be KDKA in Pittsburgh on Oct. 10.

Calls on Broadcasters To Adhere to Codes

Special to THE DAILY

TUSCALOOSA, Ala., Oct. 2. — G. Richard Shafto, a member of the policy committee of the National Association of Broadcasters, called on all broadcasters to increase efforts to obtain industry-wide compliance with the radio and television Codes and to set up broadcaster contacts with key local, state and national leaders.

He said these two steps would do much to guarantee to broadcasters a greater freedom in which to operate.

"Accent Positive"

Shafto, executive vice-president of stations WIS and WIS-TV, Columbia, S.C., spoke at a meeting of the Alabama Broadcasters Association held at the University of Alabama.

Shafto said all broadcasters must become "apostles of the positive" for their industry, carrying on a "continuing education program" aimed at public office holders, civic and educational leaders, churchmen, businessmen and others in the communities which they serve.

Also, he said, they must be in close and regular contact with their congressmen and senators to establish a "mutuality of understanding and respect."

But Shafto warned that such an effort would lose much of its force and meaning if broadcasting as a whole should "fail to demonstrate a corporate, industry desire to discipline ourselves."

Need Support by All

Subscription to the radio and television codes is open to all broadcasters, whether or not they are members of the NAB, he said. "It is my own conviction that . . . we fall far short of our goal if we do not have the support of these Codes by substantially all of the industry.

"These two steps alone—greater effectiveness in our liaison with key local, state and national leaders, and universal support of our own codes of conduct—will take us far toward the freedom to operate which we have always espoused.

FCC Hearing Oct. 10 On TV Film Tie-Ins

From THE DAILY Bureau

WASHINGTON, Oct. 2. — The Federal Communications Commission today announced that it is now entering the film tie-in phase of its tv network inquiry stemming from the Barrow Report. Chief hearing examiner James D. Cunningham will start hearings in Los Angeles on Oct. 10.

Political Debate On TV Is Hailed

Special to THE DAILY

SALT LAKE CITY, Oct. 2.—National Broadcasting Company vice-president Harry Bannister, in a talk here, hailed the political debate between Presidential candidates John F. Kennedy and Richard M. Nixon as the beginning of a new era—"not only in television but also in democracy."

Bannister, in charge of station relations, New York City addressed a luncheon meeting of the Salt Lake Rotary Club in Hotel Utah. "I think this should be a must in all national campaigns to come," he declared.

Improved Technique

He said the human race has been trying for a thousand years to improve its techniques in governing itself. "I think this," he said, "is an important link in the chain."

"I think this will make it very difficult for the self-starters, the phonies and the blunderers to get into the running in a Presidential race. You can't fool the camera. It pierces sham and pretense."

Taking a look at color television, he expressed the opinion that this is the year it will break out. He said black and white tv is fast reaching the saturation point and this year a number of manufacturers who previously wouldn't touch color now are going into the manufacture and distribution of color sets.

Color Increasing

He said NBC put on the air 250 hours of color tv in the last three months — more than Hollywood produces in a year.

He said the network's "Continental Classroom," started two years ago, this year was adding a mathematics course. He said NBC believes adult education is necessary if democracy is to survive. "We don't have much time and we see no other way to do it except by television."

Bannister said 15 per cent of NBC time this season would be devoted to public discussion; 8 per cent to sports; 7 per cent to westerns; 10 per cent to news and information; 11 per cent to drama and 6 per cent to education.

New Republic Telefilm Series Set for ABC Films

From THE DAILY Bureau

HOLLYWOOD, Oct. 2. — "The Racer," new telefilm series to be shot at Republic, will become an ABC Films presentation under an agreement concluded by Republic with producer Albert J. Cohen and Henry Plitt, president of ABC Films, Inc., Daniel J. Bloomberg, studio vice-president and manager, said today. New series co-starring Brian Kelly and John Ashley will begin shooting 26 episodes on Studio City lot in late October. Autolite is sponsor. Choice of network for presentation will be announced shortly.

In The Money-Making Tradition Of 20th's Biggest Hits

GREAT GROSSES FOR

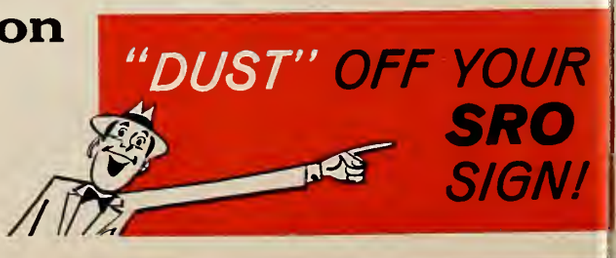


DESIRE IN THE DUST

In First Engagements*

Watch for Chicago and New York openings

*Call New Orleans, Fort Worth, Baton Rouge, Shreveport, Galveston, Corpus Christi, Biloxi, Pensacola, Jackson, etc., for confirmation!



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 66 NEW YORK, U.S.A., TUESDAY, OCTOBER 4, 1960 TEN CENTS

Called 'Unconstitutional

Appeal Sunday Show Ban to Supreme Court

South Carolina Owners Cite Freedom of Speech, Press

Special to THE DAILY

WASHINGTON, Oct. 3.—A number of South Carolina movie theatres have carried their fight against the state's blue laws to the U. S. Supreme Court. Attorneys J. D. Todd, Jr., Greenville, S. C., and Ghester D. Ward, Jr., Spartanburg, S. C., have filed a brief in their behalf asking the Supreme Gourt to take jurisdiction and asking the Gourt to overturn the opinion of the South Carolina Supreme Court.

The theatres are seeking a declaratory judgment that the state law "prohibiting the orderly showing of motion pictures on Sunday" violates the first and fourteenth amendments to the Federal Constitution.

The appellants are: The Garolina

(*Continued on page* 3)

Nixon Lauds Industry For Political Campaigns

From THE DAILY Bureau

WASHINGTON, Oct. 3. — Vice President Richard M. Nixon today congratulated the motion picture industry on its campaign to get out the vote and to enable employees to contribute financially to the part of their choice.

The Republican Presidential candi-

(*Continued on page* 6)

Stein Named Canadian Pioneer of the Year

Special to THE DAILY

TORONTO, Oct. 3.—Morris Stein, who was general manager of Famous Players eastern division until he resigned early in 1958 to open his own auto sales agency, was selected Pioneer of the Year for 1960, it has been announced by Frank H. Fisher, president of the Ganadian Picture Pioneers.

Stein, along with four Pioneers chosen to receive ancillary awards, will be honored at the annual ban-

(*Continued on page* 6)

20th-Fox Forms Six-Man Sales Cabinet To Set Up 'Local Autonomy' System

A six-man "sales cabinet" has been organized by 20th Gentury-Fox to formulate merchandising policies for new product and to confer on such policies with branch managers throughout the country, it was announced here yesterday by G. Glenn Norris, general sales manager, at a trade press conference.



Glenn Norris

Norris said the cabinet will implement the company's "local autonomy" system for branch managers and was designed to provide improved service to exhibitors. All cabinet members will be available for conferences or discussions with

(*Continued on page* 2)

'Cimarron' World Bow Set in Oklahoma City

The first public performance of MGM's "Cimarron" will take place in Oklahoma Gity on Dec. 1 as the governor's invitational world premiere, it was jointly announced by the company and Governor Howard Edmondson of Oklahoma. Robert Mochrie, MGM general sales manager, and executives of the Stanley Warner, which owns the Midwest Theatre, completed the arrangements for the special one night performance of the reserved seat attraction.

Find 4 out of 10 Like Pay-TV Idea

Almost four out of every ten television families in Metropolitan New York—38.8 per cent—would have paid to see "Pollyanna" on television, according to a special Pulse survey conducted from June 13 to June 17 when the film was playing at the Radio City Music Hall. Results were released here yesterday.

In June 1957 in a similar Pulse survey, 33.6 per cent of the tv families in the New York area indicated a willingness to pay to see the movie playing at the Music Hall at that time. Laurence Roslow, associate director of Pulse, felt that "this increase stems from the current programs available to viewers being considered poorer than those aired two years ago plus the fact that fewer top-quality movies are being shown on television for the first time."

The Pulse survey was aimed specifically at estimating the potential audiance and "box-office" gross for a specific "Grade-A" movie offered in competition with regular, free television fare. "Unlike many other surveys relating to pay television," Roslow said, "this technique provides a pin-pointed measurement of the au-

(*Continued on page* 6)

SEC Rules Skiatron Registration Deficient; Cites Glaring Omissions

From THE DAILY Bureau

WASHINGTON, Oct. 3.—The Securities and Exchange Gommission has issued a stop order suspending the effectiveness of a stock registration statement filed by Skiatron Electronics and Television Gorp. In the Commission's findings and opinion, it cites "serious material deficiencies" in the registration statement and comments on transactions in the firm's securities by its president, Arthur Levey, and by Matthew M. Fox, holder of the franchise to exploit the Skiatron system of pay-tv.

All trading in Skiatron stock has been suspended since Dec. 18, 1959. SEG says that this was deemed necessary to prevent fraudulent, deceptive and manipulative acts or practices in Skiatron stock by reason of the general unreliability of information contained in the registration statement and other reports filed with SEG. The current suspension order expires at the close of business, Oct. 12. SEC says that "during the inter-

(*Continued on page* 3)

Decca Up, Too

Record Net for 'U' This Year Of $6 Millions

Rackmil Sees Continued Improvement Next Year

An all-time record net profit for Universal Pictures in excess of $6,000,000 will be reported by the company for its current fiscal year ending Oct. 31, Milton R. Rackmil, president, told the New York Society of Security Analysis yesterday.



Milton R. Rackmil

He also predicted all-time record earnings by Decca Records, of which he is president also, of better than $4.25 per share on the 1,285,701 shares outstanding for the current year. This compares with $1.81 per share earned last year and includes the operations of Universal Pictures.

Decca owns 87.6 per cent of Uni-

(*Continued on page* 6)

NT&T Acquires Penna. Television Service

From THE DAILY Bureau

HOLLYWOOD, Oct. 3.—National Theatres & Television, Inc., announced it had acquired the assets of the West Branch Television Services, Inc., in Williamsport, Pa. B. Gerald Cantor, NT&T president, said that the new community antenna television system would be integrated with another NT&T subsidiary, the Williamsport Cable Company, also in Williamsport, Pa., into a single operation giving NT&T one of the largest antenna systems in the country.

Samuel P. Norton, president of Williamsport Cable Company, will direct both operations, Gantor said. The combined system will serve over 15,000 tv homes in Williamsport.

PERSONAL MENTION

JOSEPH R. VOGEL, president of M-G-M, and CHARLTON HESTON, star of "Ben-Hur," are in Rome for the opening of the picture there.

•

BENJAMIN KALMENSON, Warner Brothers executive vice-president, and WOLFE COHEN, president of Warner Brothers International Corp., arrive here today from England aboard the "Queen Elizabeth."

•

BILLY WILDER arrived here at the weekend from Hollywood.

•

BOB DORFMAN, Buena Vista exploitation manager, leaves here today for Denver.

•

MISCHA KALLIS, art director of the West Coast office of Charles Schlaifer & Co., arrived here yesterday for meetings with agency executives and executives of Universal Pictures.

•

Producer STANLEY DONEN and MRS. DONEN arrive here today from England aboard the "Queen Elizabeth."

•

ROBERT M. STERNBURG, president of New England Theatres, Inc., has returned to Boston from Hartford.

•

FRANK MANTZKE, president of Northwest Allied Theatres, is scheduled to return to his Minneapolis office this week following an illness.

•

TED MANN, head of Mann Theatres, is back in Minneapolis following a vacation in Montana.

•

Writer-director JULES DASSIN left here yesterday for Hollywood.

•

ERNIE GROSSMAN, Warner Brothers exploitation and promotion manager, left here yesterday for Cincinnati.

•

VAN FOX, director of NBC-TV, is in Detroit from here today.

•

Producer WILLIAM GOETZ will arrive here today from London via B.O.A.C.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
THE DARK AT THE TOP OF THE STAIRS
ROBERT PRESTON • DOROTHY McGUIRE
A WARNER BROS. PICTURE in TECHNICOLOR
ON STAGE "THREE CHEERS" & "KOL NIDREI"

20th-Fox Forms Sales Cabinet

(*Continued from page* 1)

branch managers anywhere in the U.S. or Canada, he said.

It was pointed out that the cabinet will be ready to work on the 60 pictures 20th-Fox plans to release in 1961, "the largest schedule in the company's history." The schedule calls for three top films each month, he noted.

Of the six cabinet members, five are being promoted to new posts in the Fox sales organization. Norris emphasized that each man in his dealings will represent the general sales manager and will have full powers to deal with exhibitors.

The cabinet will be composed of Martin Moskowitz, assistant general sales manager; Robert Conn, Chicago branch manager; Abe Dickstein, branch manager in New York; Tom McCleaster, Dallas branch manager; Peter Myers, manager-director of 20th-Fox in Canada; and Clayton Pantages, branch manager in Albany. Replacements for the five branch managers will be announced at a later date, Norris said.

Headed by Moskowitz, each of the remaining cabinet members, with the exception of Pantages, has been assigned a geographical area of responsibility. The midwest will be under Conn; Dickstein will take the eastern part of the country; McCleaster will service the south and west; and Myers will be responsible for Canadian branches.

Coordination of advertising, promotion and booking of special or "exploitation" pictures will be handled across the country by Pantages, who will work in conjunction with vice-president Charles Einfield and exploitation director Rodney Bush. Pantages will travel extensively to discuss sales campaigns with exhibitors prior to release of these films.

Three Re-elected to IFIDA Committee

The re-election of Richard Brandt, president of Trans-Lux Distributing Corp.; Daniel Frankel, Zenith International president; and Jack Ellis, head of Ellis Films, Inc., to the governing committee of Independent Film Importers and Distributors of America, Inc., was announced here yesterday by the group's executive director Michael F. Mayer.

The results were reported following the counting of mail-in ballots, Mayer disclosed. He added that a secretary and treasurer for the company will be elected at the Oct. 19 board of director's meeting.

IRA D. BECK, United Artists Associated's Latin American television supervisor, arrived in New York yesterday for a week of home office conferences.

•

MRS. OTTO PREMINGER, the former HOPE BRYCE, fashion model, gave birth to twins, MARK and VICTORIA, at Doctor's Hospital here yesterday, while PREMINGER was attending a first New York screening of his "Exodus" for United Artists executives at the Warner Theatre.

•

EDDIE SOLOMON, Embassy Pictures vice-president, left here for Los Angeles this morning.

•

JOSEPH L. MANKIEWICZ left New York yesterday for Moscow for the opening of 20th-Fox's "All About Eve" there.

•

FORTUNAT BARONAT, foreign publicity director for Universal Pictures, has returned here from Venezuela.

Big Crowd at Variety 'Night at Races' Here

Nearly 1,000 motion picture industryites and their guests attended New York Variety Club's "Night at the Races" sponsored last night by Tent No. 35 at Yonker's Raceway. The proceeds of the event will go to the Tent's Bill Corum Fund for the purpose of building playgrounds for the handicapped children of New York.

Among the celebrities who attended last night's races were Virginia Graham, Morey Amsterdam, Harvey Stone, Sophie Tucker, Dorothy Kilgallen and Leo Durocher.

New Sidney-Col. Pact

HOLLYWOOD, Oct. 3.—Columbia Pictures has entered into a new releasing deal with George Sidney Productions, Inc., it was announced by Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities. The new deal will commence upon expiration of Sidney's current contract with Columbia, which ends in spring of 1962. Under the new pact, George Sidney will direct as well as produce pictures made by his independent production company with Lillian Burns as co-producer.

Academy Elects Karp

HOLLYWOOD, Oct. 3.—The board of governors of the Academy of Motion Picture Arts and Sciences has elected John H. Karp second vice-president. Karp fills the vacancy created by Valentine Davies moving up to Academy president from first vice-president, and Wendell R. Corey to first vice-president from second vice-president upon the death of the late Academy president, B. B. Kahane.

City of Paris Will Honor Vogel Saturday

The City of Paris will officially honor Joseph R. Vogel, president of MGM, when Paris' Mayor Julien Tardieu presents him with the Great Medal and Honor Scroll on Saturday. The event will climax the series of events heralding the debut of "Ben-Hur," which is set to premiere Friday at the Gaumont-Palace Theatre.

Charlton Heston, the star of "Ben-Hur," will be among the guests attending the ceremonies honoring Vogel. He will be joined by Glenn Ford and Charles Boyer, two of the stars of "The Four Horsemen."

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946, AND JUNE 11, 1960
(74 STAT. 208) SHOWING THE OWNERSHIP MANAGEMENT AND CIRCULATION

Of MOTION PICTURE DAILY, published daily (except Saturdays, Sundays and Holidays) at New York, N. Y., for October 1, 1960.

1. The names and addresses of the publisher, editor, managing editor, and business manager are: Publisher and Editor-in-Chief Martin Quigley, 1270 Sixth Avenue, New York City; Editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Managing editor James D. Ivers, 1270 Sixth Avenue, New York City; Business manager, Theo. J. Sullivan, 1270 Sixth Avenue, New York City.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Quigley Publishing Company, Inc., 1270 Sixth Avenue, New York City; Martin J. Quigley, 1270 Sixth Avenue, New York City; Gertrude S. Quigley, 1270 Sixth Avenue, New York City; Martin Quigley, Jr., 1270 Sixth Avenue, New York City.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are (If there are none, so state.) None.

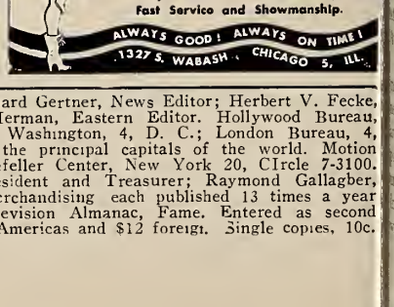
4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required by the act of June 11, 1960, to be included in all statements regardless of frequency of issue.) 5,349.

THEO J. SULLIVAN,
(Signature of business manager.)

Sworn to and subscribed before me this 16th day of September, 1960.

(SEAL) FRANK E. MARRA
(My commission expires March 30, 1962)



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Sunday Law

(*Continued from page* 1)

Amusement Co.; Drive-In Theatres of S. C., Inc.; Greenville Enterprises, Inc., Spartanburg Theatres, Inc.; Claude Rumley, H. P. McManus and Mrs. B. C. Williams, partners doing business at the Greer Drive-In theatre; Augusta Road Drive-In Theatre Corp.; Textile Amusement Co., Inc.; J. Mason Alexander, Wake Meyers, R. M. Caine, Calvin S. Teague, and Wm. H. Beattie, individually and for other patrons of motion picture theatres similarly situated.

Before 1959 the appellants did not open on Sunday because of a ruling of the attorney general of South Carolina but after that because the blue law does not specifically mention motion pictures, and because of the first and fourteenth amendments, they did open theatres. The operators were arrested and charged with violation of the law.

The brief argued against the South Carolina statute first on the grounds of religious freedom. "If those who believe it irreverent and wrong to engage in innocent and otherwise legal recreational activities or recreation on Sunday are correct in their belief, they should be content with logical, moral, and spiritual persuasion to convince others and not resort to punitive police action in the name of the state. To do otherwise is the antithesis of religious freedom and the separation of church and state."

Cite Communication

The theatres then argue against the state law on the grounds of basic constitutional rights. The brief states that movies "are an important organ of public opinion." It notes that nowhere is there any intimation that there is any clear or present danger in the exercise of free speech on Sunday. Nowhere is it suggested that a statute prohibiting the reading of books, magazines, or newspapers on Sunday would be a valid exercise of police powers . . . it is only the particular media of communication as epitomized by the motion picture industry that is sought to be hampered or restricted." Since movies are within the basic protection of the first and fourteenth amendments, they argue that basic constitutional rights are being violated.

Petrauskas Resigns as Republic Treasurer

John Petrauskas, Jr. has resigned as treasurer of Republic Corp., effective Sept. 30, he announced here yesterday. He submitted his resignation as an officer of the company and for his unexpired term as a director at the board meeting here last Aug. 10.

A veteran of the industry and a member of the Motion Picture Pioneers, Petrauskas served as a director and treasurer of Republic for the last 12 years and as assistant treasurer of Consolidated Film Industries, Inc. for 15 years prior to its merger with the parent organization in 1945.

SEC Rules Skiatron Deficient

(*Continued from page* 1)

vening period, the further factual information concerning the company audits and operations . . . will be publicly disseminated and should assist investors in making an informed evaluation of Skiatron stock." SEC has no present intention of continuing the suspension of trading beyond Oct. 12.

Whether there is to be any future action in the case is not clear. The record and stipulations in the Skiatron hearing, as well as the decision, will be available to the Justice Department. Decision on what, if anything, is to be done is out of SEC's hands.

Organized in 1948

The SEC notes that Skiatron was organized in 1948 by Levey, and that it began research and development in the pay-tv field in 1950. In 1951, it was considering over-the-airwaves pay-tv. Skiatron "lacked the resources for the development and operation of a pay television system." In 1954, the company entered into agreements with Matthew M. Fox wherey Fox or his assignee, Skiatron of America, Inc. (the "assignee"), controlled by Fox, became the exclusive licensee of Skiatron's system. Fox assumed responsibility for the commercial development and exploitation of a subscription television system and all related aspects, including arrangements for programming. Skiatron was to receive a royalty of 5 per cent of the gross revenues paid by public subscribers.

More recently, Fox turned his efforts toward development of an over-the-wire system believed exempt from FCC jurisdiction if the network were confined to a single state. A monthly charge of $4.33 would be made to each subscriber in addition to a specific charge for each program viewed. Because it was believed the cost of such a system would exceed the installation of an over-the-air system, the agreement was renegotiated to reduce Skiatron's royalty to 2½% of gross revenues (not including the monthly charge). Skiatron's principal asset is the right to receive royalties under the licensing agreement, and the value of the right depends entirely on the possible commercial exploitation by the licensee of the proposed subscription television system.

"No Basis in Fact"

According to the Commission's decision, there was no basis in fact for statements in the Skiatron prospectus that its licensee was planning for the immediate use of its subscription television system by means of wire or closed-circuit operations and that, if existing negotiations with owners of outstanding entertainment and with municipalities and public utilities whose facilities might be required for such operations progressed favorably, the licensee anticipated that it would commence commercial operations during the early part of 1960. Such representation was materially misleading in failing adequately to disclose the financial and other difficulties encountered and to be met before such a pay television system can be placed in operation as well as the financial status of Fox and the assignee, the Commission stated.

The "most striking omission," the commission observed, was the failure to show the large amounts of capital needed to establish such a system and to point out that neither Skiatron nor its licensee possessed the resources required and neither had access to sources able and willing to supply the funds required (estimated at $13,000,000 minimum for the installation of a wire system first proposed for a densely populated area, not including any allowances for programming costs).

Quote Program Arrangements

While discussions were had with potential program sources, there were no commitments or arrangements for program material. In this connection, the Commission noted that publicity prior to August 1959 indicated the licensee had arrangements with owners of the San Francisco and Los Angeles baseball teams and with Sol Hurok, a theatrical producer, for program material, and Fox had paid in excess of $1,200,000 to those persons. But when the statement was filed there were no arrangements in effect with the Los Angeles owners, Hurok had only agreed to serve as a consultant and to endeavor to negotiate agreements with artists affiliated with him, and a contract with the San Francisco owners was in default by reason of Fox's failure to make additional payments of about $4,250,000.

Charge Equipment Lack

Moreover, Skiatron had no source of income or credit sufficient to finance the establishment and construction of the pay television system. Neither Fox nor his company, on whom Skiatron completely relied to finance and promote the system, had the equipment, facilities or financial ability to undertake commercial operation of such a system. According to the decision, Fox and his company are both deeply in debt and had at least $1,000,000 in outstanding debts which had been reduced to judgments; and Fox is further indebted by about $3 million to various lending agencies and individuals, a substantial portion of which indebtedness is in default.

List Stock Transfers

The registration statement, filed in August 1959, had covered a proposed offering of 172,242 shares of Skiatron common stock, consisting of 125,000 shares covered by warrants owned by Fox, of which 75,000 shares had already been issued to him: 30,000 shares owned by Arthur Levey, company president; and 17,242 shares issued to certain other persons. There was a failure to disclose that Fox no longer held any of the 75,000 shares, that he had pledged 70,000 of such shares, and that many of these shares had been sold to the public before the statement was filed.

Used for Collateral

Previously, warrants for 195,000 shares were either sold by Fox or pledged as collateral for various loans to Fox, and by December, 1958 all 195,000 warrants had been exercised and the underlying shares sold to the public. He also had disposed of 206,000 shares loaned to him by Levey, of which 156,000 shares were loaned to Fox to secure his loans during the period June, 1957, to September, 1958. None of these shares was registered with the Commission. The commission ruled that the sale of the 75,000 shares by Skiatron to Fox, his immediate disposition thereof by way of sale and pledge, and the resale of such shares by the pledges, violated the Securities Act registration requirement, and that such sales and the contingent liability arising by reason thereof should have been disclosed. The Commission also held that the registration statement should have disclosed that during the years 1956-59 Levey sold in excess of 200,000 shares for more than $1,880,800 without compliance with the Securities Act registration and disclosure requirements.

Pay-TV Hearings Hailed by Harling

The decision of the Federal Communications Commission to hold full hearings on the Zenith-RKO General application for a broadcast pay-tv test in Connecticut was hailed yesterday as a victory for exhibition by Philip F. Harling, chairman of the Joint Committee Against Pay-TV.

Harling said the Commission's decision to permit exhibitors to submit protests, present witnesses, and their counsel to cross-examine Zenith-RKO General witnesses, were conditions the Joint Committee had requested of the FCC. "Zenith and RKO-General have, in their Connecticut advertising, made a big point of the claim that they will present first run movies, and even told the public they would offer movies like 'Ben-Hur' and 'Can-Can.' Now, these proponents will have to testify what they actually will be able to deliver in return for coins in the slot.

"It would not be surprising if their actual programming was far, far less attractive than their much ballyhooed claims. Then the public will have the opportunity of deciding for itself whether it will want to pay for actual programming."

This will be the first time, Harling said, a pay-tv proponent will be subject to cross-examination and testify under oath as to actual programming plans. Heretofore, he declared, opponents of pay-tv have had no means of specifically refuting what he termed the "wild" claims and advertising of the proponents.

Everywhere in the world... because it's on film!

Yes, film is everywhere—everywhere there are people! And because it is everywhere, and so many millions see it, making it right in technic is both a privilege and a responsibility. That, in brief, is the philosophy of the Eastman Technical Service for Motion Picture Film—a service highly regarded by all who call upon it.

Branches are located at strategic centers. Inquiries invited.

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N.Y.

East Coast Division	*Midwest Division*	*West Coast Division*
342 Madison Avenue	130 East Randolph Drive	6706 Sonta Monica Blvd.
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For the purchase of film:

W. J. German, Inc.

Agents for the sole ond distribution of Eostmon Professionol Motion Picture Films, Fort Lee, N.J.; Chicogo, Ill.; Hollywood, Calif.






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Nixon Lauds

(*Continued from page* 1)

date's remarks were made in a talk with Eric Johnston, president of the Motion Picture Association of America. The two met at National Airport just prior to the Vice President's departure at noon on another campaign swing.

Johnston told the Vice President: "Mr. Vice President: As you so well know, America's strength and vitality require the active participation of each citizen in our national life.

"This means that each of us should do two things: vote . . . and contribute money to the party of our choice. I have come here today to inform you that in motion pictures we are endeavoring to make this a reality.

"Star and stenographer; director and dancer, we are urging all not merely to vote but to contribute financially to enable you and Senator Kennedy to present your views to the maximum number of American voters in this election."

The Vice President, congratulating the industry, replied:

"Living in California, I know of the many splendid things that people in motion pictures have done over the years in the national interest. This current effort is a very noteworthy example. I certainly share with you, Mr. Johnston, the hope that more American than ever in history will vote and contribute in the elections this year."

Johnston will meet later with Senator John F. Kennedy, the Democratic presidential candidate.

Record Net for Universal

(*Continued from page* 1)

versal's outstanding common stock. Rackmil said Universal is Decca's most valuable asset and its greatest source of income. Universal's earnings will be approximately $6.80 per share on the 888,390 shares outstanding. He predicted continued improvement for both companies in 1961, with Universal being benefited by an increased number of quality releases next year, although the numerical total of about 21 releases will not be increased.

Rackmil attributed Universal's progress to its change from 30 or more releases annually with program pictures dominating the line-up to a schedule of fewer pictures with a high percentage of quality productions among them.

Saved $8,000,000 Annually

The production policy change, he told the capacity luncheon audience in the financial district, made possible the sale and leaseback of the Universal studio and reorganization of the sales force which effected an overall savings between 1957 and 1959 of slightly more than $8 millions per year.

Rackmil said Universal has no present intention of disposing of its 325 post-1948 pictures to television, and when it does will do so on "an orderly basis."

In a question and answer session which followed his talk, Rackmil said he regards pay television as still some way off and at present he is content to "sit by and wait."

"Our primary interest now," he said, "is in supplying the theatrical film market.

He said Universal's foreign business this year is ahead of last year and he expects 1961 to be even better because the pictures that gave the company its high domestic earnings this year will be released abroad in 1961. Rackmil said Decca is ready for further diversification "if we find the right thing," and said both companies would continue to buy each other's stock "when we have the cash and think it advisable to do so." He reiterated earlier denials that there are any plans to merge Universal with Decca.

Rackmil predicted that "Spartacus" will be "one of the biggest grossing pictures of all time" and that it "will make substantial contributions to per share earnings over the next several years and will be a continuing source of income for many years."

He told a questioner that no amortization plan for "Spartacus" had been settled upon as yet but that the period would be "at least two years." Rackmil declined to divulge Kirk Douglas's share in the picture but said with a smile, "We have a little bit better percentage than he has."

Replying to a question, he said the chances for an increase in Decca's $1.20 dividend "look pretty good for next year."

'Spartacus' Screenings Get Underway Here

Universal Pictures and Walter Reade, Inc., have started a series of invitational previews at the DeMille Theatre here of "Spartacus," the Bryna Production, which will culminate in the world premiere on Thursday night as a benefit for the American Academy of Dramatic Arts. Universal executives from California will join president Milton R. Rackmil on Thursday. They will include Edward Muhl, vice-president in charge of production; David A. Lipton, vice-president in charge of advertising and publicity, and Morrie Weiner, general manager of the studio.

Henry H. "Hi" Martin, vice-president and general sales manager, and Americo Aboaf, vice-president of Universal-International Films, the company's foreign sales subsidiary, head the group of home office executives who will participate in the preview and premiere activities, Walter Reade, Jr., will head the group of Walter Reade, Inc., executives at the premiere.

'Package' Switch

"Surprise Package," the Stanley Donen production for Columbia, previously announced as the next attraction at the Criterion Theatre here, will have instead a dual engagement at the Criterion and Murray Hill Theatres, beginning Friday, Oct. 14.

Canadian Pioneer

(*Continued from page* 1)

quet in the Crystal Ballroom, King Edward Hotel, here on Oct. 26.

Stein was selected by a committee chaired by Oscar R. Hanson and comprised of John J. Fitzgibbons, CBE, N. A. Taylor and Haskell M. Masters. All are previous winners of the award. Chosen for ancillary honors were Clare J. Appel, Toronto; Reg Doddridge, Calgary; A. E. (Steve) Rolston, Vancouver and Thomas J. Cleary, Montreal.

"As eastern division general manager for Famous Players Morris Stein was responsible personally for a great share of the Canadian motion picture industry's daily operation," said Fisher. "His presidency of every leading organization in our industry across the years has given his career a range that affected and bettered the lives of many people."

Va. Drive-Ins Join TOA

Two Virginia drive-in theatres have joined both the Theatre Owners of America, and its new regional unit, the Virginia Motion Picture Theatre Association. Albert M. Pickus, TOA president, said that Carlton Duffus, executive secretary of the Virginia Association, had advised him the 360 Drive-In Theatre of Danville and the Shenandoah Drive-In of Roanoke, had joined. Both are units of the Dixie Drive-In Theatres circuit.

MPA Board to Review Title Registry Ruling

The Motion Picture Ass'n. board of directors will hear an appeal by Hazen-Wallis Prods. tomorrow from an arbitrator's decision refusing title registration to their "Sweet Talk" on the grounds it conflicts with other original titles.

The Motion Picture Export Ass'n. is scheduled to meet today to hear a report on the Mexican market by Robert Corkery.

New Post for Bennin

Herbert J. Bennin will come here from Washington, D. C., to join the M-G-M sales executive staff at the home office, working with Maurice Lefko, who is in charge of domestic distribution of "Ben-Hur," it was announced by Robert Mochrie. Bennin, a native of Chicago, has been manager of M-G-M's Washington branch for the past seven years, and has been with the company for 32 years.

'Dared' Openings Set

Walt Disney's "Ten Who Dared" will world premiere in Denver, Colo., at the Denver Theatre on Oct. 18 and begin a 180-city saturation throughout the 11 state Rocky Mountain territory, the following day, it was announced by Irving H. Ludwig, Vuena Vista president.

PEOPLE

Ernest Emerling, advertising-publicity vice-president of Loew's Theatres, will again apply motion picture type showmanship to his company's expansion in the hotel field when ground is broken tomorrow for the new Americana (West), Seventh Ave. and 52nd Street. At that time, **Ted Brown,** WMGM radio station personality, will begin living and broadcasting for an indefinite period from a 1961 Chrysler station wagon held 40 feet aloft by a construction crane.

Like Pay-TV

(*Continued from page* 1)

dience for a specific program if it were available on a pay-tv basis."

In the survey, 500 men and women in the 17-county Metropolitan New York area were asked the following:

"Here are the programs which will be televised tonight from 9 to 11 P.M. (Respondents were shown a roster listing the programs.)

"Here is the name of the movie now being shown at the Radio City Music Hall. (Respondent was shown newspaper ad of the movie.)

"Let's assume that in addition to the regular television programs, this movie was to be shown on television tonight from 9 to 11 P.M. Would you pay to watch this movie in preference to watching the regular tv programs available at no charge?"

The 38.8 per cent who answered affirmatively were then asked:

"How much would you be willing to pay: 25c, 50c, 75c, $1.00 or more than $1.00?"

Their answers produced these estimates of the pay-tv audience for this first-run Hollywood film: At 25c—547,400 homes; 50c—648,700 homes; 75c—176,500 homes; $1—261,500 homes (includes 9,800 homes who would pay more than $1.)

Among those willing to pay to see this film, 27 per cent were willing to pay 75c or more. This, too, represents an increase from the June 1957 survey when only 19 per cent were so inclined.

Set 'Gulliver' Float

Columbia Pictures has arranged with the R. H. Macy Company for a special "3 Worlds of Gulliver" float to appear in the department store's annual Thanksgiving Day Parade. The float may tour the country later as part of the promotional campaign for the Charles H. Schneer production.

Sam Koomer Dies

Funeral services will be held in Brooklyn tomorrow for Sam Koomer, 77, for many years chief painter for Loew's Theatres here. His widow, Ida, survives. Services will be at the Riverside Memorial Chapel, Ocean Parkway and Coney Island Avenue, at 12 noon.



Dear American Airlines:
I am the store coordinator for a nationwide chain. Name the airline and I've flown it. For courtesy, service and expert pilot ability my hat's off to your line, the number one airline in my book.
Harry Hillard

AMERICAN AIRLINES

UNSOLICITED IN-FLIGHT LETTER FROM MR. H. HILLARD, NATIONAL STORE COORDINATOR, RAYCO AUTO SEAT COVER CO., PARAMUS, N. J.

Our Pilots, Mr. Hillard, are another of the reasons why American Airlines is first choice of experienced travelers. There are 1,750 of them; many are 15 and 20-year veterans—multi-million-mile Captains. Each follows a rigid apprenticeship with continuing company and government examinations. They are the elite of the Jet Age.

AMERICAN AIRLINES
America's Leading Airline

ACTION with MITCHUM



"MITCHUM DELIVERS! Plenty of action and interest is held throughout! Production and direction are first rate!" —*Exhibitor*

"ROBERT MITCHUM TURNS IN AN EXCELLENT PERFORMANCE! Full of action and suspense! Notable for its taut direction and for a number of acutely drawn characterizations. Effective and well drawn story!" —*M. P. Herald*

"ROBERT MITCHUM GIVES AN ESPECIALLY BRIGHT PERFORMANCE! Direction is excellent! Well written, constructed with humor and pathos!" —*Hollywood Reporter*

"MITCHUM HAS RARELY BEEN BETTER! Excitement and suspense! Interest-holding, intensely dramatic!" —*Boxoffice*

is BOXOFFICE ACTION!

Robert Mitchum IN "The Night Fighters"

"Anne Heywood is both beautiful and believable!" —*M. P. Herald*



co-starring ANNE HEYWOOD DAN O'HERLIHY CYRIL CUSACK also starring RICHARD HARRIS

Screenplay by Robert Wright Campbell / Directed by Tay Garnett / Produced by Raymond Stross

A D. R. M. - RAYMOND STROSS - PRODUCTION

Watch the ACTION!

THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 67 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 5, 1960 TEN CENTS

By Harling

30,000,000 Anti-Pay-TV Signing Seen

6-Week Petition Campaign Officially Ends Oct. 14

A prediction that the exhibitor campaign to solicit the public for Congressional petitions urging the legislative outlawing of pay-tv will result in 30,000,000 signatures was made here yesterday by Philip F. Harling, chairman of the Joint Committee Against Pay-TV.

Harling said the six-week campaign, begun Sept. 1, will end officially Friday, Oct. 14. That length of time, he pointed out, should be sufficient for exhibitors to do the job.

"The unified response to this appeal, from exhibitors all over the country, has been beyond all expectations,"

(*Continued on page* 3)

Todd-AO Annual Profit Of $250,000 Foreseen

The Todd-AO Corp. had a six-month profit of $100,000 for the period ended July 31 and anticipates an additional $150,000 for the rest of the year. This was reported to the board of directors by A. E. Bollengier, vice-president and treasurer, at a meeting here.

Three new vice-presidents were elected at the meeting, one of which was Bollengier. The others are Joseph

(*Continued on page* 8)

Magna Reports 6-Month Net Profit at $499,698

Magna Pictures Corp. had a net profit of $499,698 for the six months ended July 31 as compared with a net loss of $109,070 for the same period last year, stockholders were advised by George P. Skouras, president, in a report issued here yesterday. He predicted results for the year ended

(*Continued on page* 8)

TELEVISION TODAY—page 6

'Can-Can' Going Out in 35mm Version On 'Limited Performance' Policy

(Picture on page 3)

"Can-Can" will be made available in a 35mm version for bookings all over the U.S. on a "limited performance policy" except where it is now playing on a roadshow policy in Todd-AO where it will continue. Bookings will be restricted to three or four performances.

Campaign for the film will emphasize it will now be brought "into every town in the continental U.S. no matter how small," Charles Einfeld, vice-president, said here yesterday at a meeting of the company's eastern and northern regional advertising-publicity representatives.

The meeting was the second in a series of national merchandising conferences to outline campaigns from the grass-roots to the national level for 20th-Fox product for the rest of

(*Continued on page* 3)

FWC Schedules Sales Workshops

From THE DAILY Bureau

HOLLYWOOD, Oct. 4. — In line with Fox West Coast theatres' program to increase exploitation and promotion on the local level, a weekly picture-selling workshop for theatre managers will be inaugurated by William Thedford, Pacific Coast division manager.

The first workshop session in the continuing series will be held tomorrow with 21 managers in the Long Beach area.

FWC exploiteer Paul Lyday will

(*Continued on page* 2)

Goldwyn Speaker at PCC Drive Luncheon

From THE DAILY Bureau

HOLLYWOOD, Oct. 4. — Samuel Goldwyn, first president and founder of the Permanent Charities Committee which was formed 20 years ago, and who provided the building bear-

(*Continued on page* 2)

AMPA Is Establishing Five Service Awards

Associated Motion Picture Advertisers is establishing service awards for outstanding industry individuals, according to Bob Montgomery, president. The annual awards will be instituted at AMPA's first 1960-61 season luncheon, to be held Wedensday, Nov. 2, at the Piccadilly Hotel here.

Five awards will be given annually. One will go to the individual exhibitor or theatre company AMPA judges to have performed the greatest service to the industry. Another will go to

(*Continued on page* 8)

REVIEW:

The Magnificent Seven

Mirisch—U.A.

ONCE THE TOP staple of Hollywood product, the western is almost as scarce on the theatre screen these days as the musical. The reason most offered is that television has taken over the outdoor genre; so it follows that the ones for theatrical showing must have really superior merits if they are to succeed.

'The Magnificent Seven" qualifies well in that regard. It has an unusual, engrossing story to relate, and its makers, under the guidance of producer-director John Sturges, have employed the mightier resources of the large screen to fine effect, not the least of these being the use of Panavision and De Luxe color cameras to photograph some superb scenery on location in Mexico. Exhibitors can confidently tell their patrons that television has nothing in the western field to equal.

The story is not off-beat by accident. It is based, of all things, on a

(*Continued on page* 8)

'Streamlining'

Distribution Methods Hit By Preminger

Wants Central Office To Replace All Branches

By WILLIAM WERNETH

In reply to recent criticism of the excessive costs of production, producer-director Otto Preminger yesterday called on distributors to heed the need for "modernization" of their methods or find themselves replaced by "younger, aggressive men with courage and vision."



Otto Preminger

Speaking at a trade press conference here, Preminger said that present distribution methods are out-dated and burdened by unnecessary expenses. He sug-

(*Continued on page* 3)

Critics of 'Runaway' Production Are Scored

Industry individuals or groups who try to tell a producer where he can make a picture were attacked by Otto Preminger yesterday as being "on dangerous ground." He made the comment in answer to a question about his views on "runaway" production target of many of the Hollywood guilds and union.

Preminger said that although he

(*Continued on page* 8)

Big Southern Campaign For 'Stars' Opening

Special to THE DAILY

HUNTSVILLE, Ala., Oct. 4.—One of the most intensive promotional campaigns ever conducted for a picture in the South is being undertaken this week for Charles H. Schneer's

(*Continued on page* 3)

PERSONAL MENTION

PRODUCER - director WILLIAM WYLER and playwright LILLIAN HELLMAN, author of "The Children's Hour," Wyler's next film, sail for London today on the "Queen Elizabeth" to work on the screenplay.

•

Producer JACK WRATHER and his wife, actress BONITA GRANVILLE, are also scheduled to sail on the "Queen Elizabeth" today.

•

JOSEPH M. SUGAR, vice-president and general sales manager for Magna Pictures Corp., is in Philadelphia from here today.

•

HERBERT L. GOLDEN, vice-president of United Artists, left here for Los Angeles yesterday for conferences on tv station acquisitions.

•

HARRY GOLDSTONE, general sales manager of Astor Pictures and Atlantic Television, has left here on a trip that will take him to Philadelphia, Washington and Baltimore.

•

FRANK PETRAGLIA, Buena Vista publicist, is in Pittsburgh from New York on area openings of "Jungle Cat."

•

WILLIAM REICH, vice-president in charge of foreign distribution for American International Export Corp., returned here yesterday from Mexico and Hollywood.

•

RICHARD KAHN, Columbia Pictures exploitation manager; JOHN NEWFIELD, national magazine contact, and ROGER CARAS, radio and tv contact, leave here today for Huntsville, Ala., for the opening of "I Aim at the Stars."

•

SAMUEL J. BRISKIN, Columbia's vice-president in charge of west coast activities, leaves today for a 10-day series of home office meetings.

gems of showmanship!...
SPECIAL TRAILERS
by national screen service

Brazilian Troup Coming Here for M.H. Show

A company of 35 Brazilian dancers, singers and variety artists will be flown here from Rio de Janeiro to take part in Radio City Music Hall's next stage spectacle starting Thursday, Oct. 13, Leon Leonidoff, senior producer of the Rockefeller Center playhouse, announced yesterday.

The performers, none of whom has appeared in this country before, will augment the Music Hall company of Rockettes, Corps de Ballet and Symphony Orchestra in an all-Brazilian stage show, produced by Leonidoff. It will be presented with the Music Hall's new film, Universal's "Midnight Lace."

FWC Workshop

(*Continued from page* 1)

conduct the Long Beach workshop, along with Fay S. Reeder, FWC advertising-publicity director.

Thedford said plans have been set up so that every manager in the Pacific Coast division will participate in a workshop once every six weeks.

"Purpose of the workshop is to formulate concrete plans for action on pictures which will play generally in FWC houses," he said. "Pictures will be selected from those scheduled to break in specific areas three to six weeks following the workshop to allow sufficient time for the plans to be carried out."

In limiting the number of pictures for each session and working with a relatively small number of managers at one time, Thedford said he hoped the sessions "would show real productive results from this type of picture merchandising."

The second workshop will be held in San Diego Oct. 12.

PCC Luncheon

(*Continued from page* 1)

ing his name for its headquarters, paid tribute to all involved in this industry charity "for showing the world the best side of the real Hollywood," at an impressive kickoff drive luncheon today in the Beverly Hills hotel.

More than 1,000 industryites flanked the double dais of industry leaders at the luncheon which was opened by Walter Mirisch, president of PCC, and heard chairman Sidney Solow demonstrate with slides a new way to raise money more effectively for PCC, which makes one collection for distribution among 22 different charities, including Community Chests, American Red Cross, Will Rogers Memorial Hospital among others.

Walter Hickey Dies

ATLANTA, Oct. 4.—Funeral services were held here at the weekend for Walter T. Hickey, 69, veteran film distributor.

Merchants Find Theatre Aids Their Businesses

Special to THE DAILY

IMPERIAL, Neb., Oct. 4. — The importance of a theatre to a small town is illustrated by the re-opening of the Star Theatre here.

All merchants in the small community experienced a slump in business when the Star shuttered several months ago.

Merchants organized the Imperial Businessmens Association and raised sufficient funds to reopen the theatre. Newton Lippitt is acting as manager.

Arkansas Owners Hear Public Relations Talk

Special to THE DAILY

MEMPHIS, Oct. 4. — Women's clubs should be viewed by theatre owners as ready-made "communications network thru which you can make friends and promote the product you are trying to sell, directly and indirectly."

Pretty, blond Mrs. Margaret Twyman, New York director of community relations for the Motion Picture Association of America, told this to 186 theatre owners and operators at the 51st annual convention of Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee at the Hotel Claridge here.

Mrs. Twyman said she was talking about "the backbone of our business. Public relations is no longer a mysterious entity. It is a body of knowledge. It is facts and facts about your community you must have to start formulating a successful community relations program."

She suggested clipping announcements of club activities, officers names and club descriptions, or asking the women's page editor for information. She said wives should be enlisted to trail leads on club leaders.

Mrs. Twyman said women like motion picture advertising to have honesty, beauty, surprise, adventure, good-looking stars and personalized advertising such as letters and "invitations." She said they don't like bad taste in art, shocking language, violence or brutality, words with double meanings and misleading phrases or pictures.

Joe Keifer, of Malco Theatres, Memphis, present secretary-treasurer, is scheduled to be named president Wednesday afternoon. He is the choice of the nominating committee of three vice-presidents: Leon Rountree, Holly Springs, Miss.; Bill Bruster, Dickson, Tenn., and Robin Wightman, Little Rock. Martin Mounger, Calhoun City, Miss., will succeed Keifer as secretary-treasurer. Gordon Hutchins, Russellville, Ark., is the out-going president.

Private Finance Will Insure Tolvision: Fox

Confidence that the pay-tv system Tolvision will be established through private financing was expressed here yesterday by Matthew M. Fox, head of Tolvision of America, Inc.

Fox issued a statement in connection with the announcement in Washington Monday by the Securities and Exchange Commission that it had suspended a registration statement filed by Skiatron Electronics and Television Corp.

"Because of a confusion in names," Fox said, "it is important to make clear that my firm, Tolvision of America, Inc. (formerly Skiatron of America, Inc.) has no corporate connection with Skiatron Electronics and Television Corp. other than that Tolvision is the licensee of Skiatron and will be obliged to pay royalties to Skiatron once the Tolvision system of subscription tv begins to yield revenues."

Fox noted that Tolvision is a privately-owned company and it and he personally, have incurred over $6,000,000 in costs to develop and test the system. "Every dollar spent, or of indebtedness, is mine or Tolvision's for which I am personally responsible," he said.

Tolvision utilizes a coaxial cable for closed-circuit telecasts.

NSS to Close Office

CLEVELAND, Oct. 4. — National Screen Service will close its Cleveland office on Oct. 22 and thereafter the northern Ohio territory will be served out of Cincinnati. Details are being worked out to insure service to exhibitors affected by this change of operation. Nat Barach, Cleveland NSS branch manager for 27 years, and Judd Spiegle, salesman, will stay on in their present capacities until further notice.

JET TO BRITAIN
aboard BOAC's daily
MONARCH
ROLLS ROYCE
INTERCONTINENTAL
707
(fastest of all big jets) with 'Golden Service'
B·O·A·C
reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Jet and/or jet-prop flights from New York, Boston, Chicago, Detroit, Honolulu, San Francisco, Montreal, Toronto.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Anti-Pay-TV

(*Continued from page* 1)

he declared. "My office and the offices of Theatre Owners of America and the American Congress of Exhibitors have been flooded with telegrams, letters and telephone calls asking for more and more petitions. It appears that every theatre manager in the land has indicated a willingness to do everything in his power to do an all-out job.

"We started off by printing 100,000 petitions. Due to the great demand, we reprinted 100,000 more petitions and distributed them.

"The results are far from final," Harling said, "but I am confident that when Congress convenes in January, regardless of which party gets elected, it will have signatures from in excess of 30,000,000 people, laying down a mandate to enact legislation that will ban pay-tv in any form."

Harling said that he is asking the nation's theatre managers to mail whatever remaining signed petitions they have on hand after Oct. 14 to their Congressmen, and to report to him how many petitions were forwarded. After receipt of these field reports, a final count on petitions will be made.

He emphasized, however, that if any theatre manager has his own reasons for continuing signature solicitation past Oct. 14, the manager should by all means do so.

Harling, who is also chairman of TOA's Anti-Pay-TV Committee, declared that not only have petitions been forwarded to Congress from every state, but that thus far he has received more than 50 unsolicited letters from individual Congressmen who have received petitions, advising him they would support and vote for any legislation introduced in the next session of Congress, which aimed at legislatively outlawing pay-tv in any form.

N.J. Allied Silent on Availabilities Issue

Further discussion of the worsening problem of availabilities confronting North Jersey theatres occurred at a meeting yesterday of Allied Theatre Owners of New Jersey.

The organization has long considered backing a legal action by one or more of its members in an attempt to get advanced availabilities for the territory. It retained Edwin P. Rome of Philadelphia, who has since met with distributors and obtained what was described as about one-third of the relief sought from some companies.

Whether any decision was reached by New Jersey Allied yesterday on proceeding with legal action or resuming negotiations with distributors could not be learned. The organization issued no statement at the close of the meeting, and Sidney Stern, its president, could not be reached for comment.

An unofficial source, however, said the whole matter of availabilities is still in the discussion stage.



Einfeld addressing the promotion meeting yesterday.

'Can-Can' on Limited Policy

(*Continued from page* 1)

the year. The first was held ten days ago in Chicago and the next one will be held ten days from now in New Orleans for the company's southern regional advertising-publicity managers. Einfeld will journey to the Louisiana territory for the meetings and will also hold extended discussions with groups of exhibitors from the area.

Einfeld said yesterday that "Esther And The King," which opens before Christmas time across the country, will be introduced via a national beauty contest in every town, coordinated by exhibitors and 20th-Fox regional ad-publicity men. The contest will be open to any girl, regardless of race, creed or color. The first prize will be a trip to Hollywood for two.

For "The Wizard of Baghdad," another of 20th-Fox's Christmas attractions, local-level activities, will center around local magicians, employed by the film company and traveling through their regions demonstrating tricks used by Dick Shawn as "the wizard" in the Sam Katzman production. The public will be invited to participate in the magicians' tricks on stages of theatres.

Einfeld further outlined the stunt being planned for the bow of "North To Alaska." A young couple is being sought to emulate the trip to Alaska to be married as done by John Wayne and Capucine in the production. Regional publicity men will set stops in major cities throughout the country for tv appearances, interviews and meetings with the press and public.

"This is high gear in exploitation," the executive said, "and another concrete example of do-it-yourself for exhibitors." He pointed out that these stunts can be duplicated in every locality, to follow the formula developed for the openings of "High Time."

Attending the meeting yesterday were Rodney Bush, exploitation director; Edward E. Sullivan, publicity director; Nat Weiss, publicity manager; Martin Michel, radio-tv director; Adrian Awan, exploitation manager; Dick Richman, New York regional ad-publicity manager; Tom McCleaster, Clayton Pantages, Peter S. Myers, Bob Conn and Abe Dickstein, members of the sales cabinet; Ralph Buring of the Pittsburgh and Buffalo branch; Hal Marshall of Washington and Philadelphia; Phil Engel of Boston, and Hal Cummings of Charlotte.

MGM Sets 91 More Dates For 'Ben-Hur' Openings

Metro-Goldwyn-Mayer has set 91 new roadshow engagements of "Ben-Hur" to open by Thanksgiving and another 200 by the New Year, it was announced yesterday by Robert Mochrie, general sales manager.

Each will be given the same careful handling that has marked the success of "Ben-Hur" in its first 72 engagements, especially in theatre equipment and condition, and in advertising and promotion for the reserved seat performances.

Plans for the new openings were set at a series of meetings in Chicago earlier when Mochrie and other M-G-M executives met with all of the company's field press representatives and "Ben-Hur" representatives.

In each situation, the "Ben-Hur" field men, from all sections of the country, will be on hand well in advance of opening dates and will work closely with exhibitors on publicity and promotion until the engagement is well under way.

"Stars" Opening

(*Continued from page* 1)

"I Aim at the Stars," a Columbia release.

The film opens here tomorrow at the Tony Theatre. Huntsville is the site of the George C. Marshall Space Center and the home of Dr. von Braun, on whose career the picture is based.

Every major newspaper in the South has been serviced with the promotional barrage from Columbia's press center located here. Special attention was focused on cities soon to play the picture and press coverage in those areas has helped to pre-sell the film. It will open in all major southern markets immediately after Huntsville.

Roadshows Not Only Answer to TV: Preminger

Roadshow engagements are not the only answer to television competition, Otto Preminger said here yesterday. He is not inclined to put too much importance on this exhibition plan, he said.

His current film, "Exodus," however, is going out on such a policy.

Preminger Hits

(*Continued from page* 1)

gested that all branch offices be closed down and replaced by a centralized system in New York where exhibitors could be brought to view product "under modern, comfortable circumstances."

Sees New York Meeting

Preminger said that most of the country's major exhibitors could be brought to New York at a time when there was an abundance of new films and they could be greeted here by producers and advertising men. This he believes would not only enable them to merchandise films better in their theatres, but would create an "enthusiasm and competitive spirit" that would mean the "resurgence of the motion picture industry." An opportunity for exhibitors and producers to meet regularly and compare mutual problems would be most productive, he declared.

Would Reduce Costs

"Streamlining" of distribution would have two major effects, according to Preminger. First, he predicted a reduction of present distribution costs by 75 per cent. He pointed out that a film which cost $2,000,000 to produce must take in $5,500,000 at the box office in order to break even. A new system could cure this, he asserted.

His second reason was that by gathering major exhibitors in a body and stirring them to push new films, these pictures could realize greater revenues. He noted that most stores send buyers to New York in order to observe the latest fashions and products available and the film industry "had better adopt a similar plan or run the risk of seeing the present industry destroyed."

Results to be Reported

Observing that he remembered no big picture that was not sold directly by New York, Preminger went on to say that the very small exhibitors who could not possibly come to the East would be informed of the results of such gatherings by the trade press and other media and would be able to sell new films from the reports of critical acceptance and box office receipts.

Preminger said he did not begrudge distributors the fees he must pay them as a producer to handle his films, but he believes steps could be taken to cut costs extensively.



GINA'S bustin' out

with these "FAST and

NEW YORK, Loew's Circuit...**BOSTON,** Orpheum...**DETROIT,** Bro
CINCINNATI, Twin D/I...**MINNEAPOLIS,** 100 D/I, 7 Hy D/I, Bloomi
OKLAHOMA CITY, Center...**DENVER,** Lakeshore D/I and East D/I.
KANSAS CITY, Midland...**HARTFORD,** E. M. Lowe...**BROOKLYN,**
STEUBENVILLE, Paramount...**TOLEDO,** Loew's Valentine...**MASS**
AKRON, Loew...**NORFOLK,** State...**DANVILLE,** Capitol...**FLINT,** N
BISMARCK, Dakota...**SIOUX FALLS,** Hollywood...**MACON,** Bibb
AMARILLO, Esquire...**EL PASO,** State...**SAN ANTONIO,** Texas...
DENVER, Lakeshore D/I...**CHEYENNE,** Paramount...**GREELEY,**
PUEBLO, Colorado...**MERIDIAN,** Royal...**LONG BEACH,** State, Ci
SAN BERNERDINE, Ritz...**HIGHLAND,** Baseline D/I...**TUCSON,**
SANTA ANA, Broadway...**ORANGE,** Orange, D/I...**ONTARIO,** Valle
FRESNO, Warner...**BUFFALO,** Century...**ROCHESTER,** Rochester
COLUMBIA, Carolina...**WINSTON-SALEM,** Sky View D/I...**SPART**
RIVERSIDE, De Anza...**RICHMOND,** Loew...**ALBANY,** Leland...**S**
LYNN, Capitol...**WAUKEGAN,** Waukegan, D/I...**ST. JOSEPH,** Elec
JERSEY CITY, Stanley...**SACRAMENTO,** Esquire, Del Paso...**DA**



GINA LOLLOBRIGIDA
DALE ROBERTSON VITTORIO DeSICA
"FAST AND SEXY"

Screenplay by E. M. MARGADONNA, LUCIANA CORDA, JOSEPH STEFANO
Directed by REGINALD DENHAM • From the story by E. M. MARGADONNA and DINO RISI • Produced by MILKO SKOFIC
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VARK, Auditorium...**STE** **DIANAPOLIS,**
nount...**COLUMBUS,** Ohio **MANSFIE** Madison.
I, Weslin...**EAST LIV** Columbia..**R** **IDE,** D
nd D/I...**BLOOMING** ess.
SHVILLE, Paramou **ETERSB**
PHIS, Malco...**VIL** **LITTLE ROCK,** Arl
.ST. PETERSBUR **LORADO SPRINGS,**
I...SAN PEDRO, er **BAKERSFIELD,** Califor
ore Motor Vu...Pa unt **HOENIX,** Acres D/I, Stra
..SALT LAKE C Broa Lyric, Highland, D/I...**EA**
RACUSE, State. **CHARLOTTE,** Center...
ERG, Palmetto.. **SHEVILLE,** Imperial..
ECTADY, Plaza. **ORTLAND,** Strand..
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Loew.. **RKERSBURG,** Park



set your booking now...

call the **FAST AND SEXY** man... from **COLUMBIA!**

Congress Looking at Pay Television by Wire

From THE DAILY Bureau

WASHINGTON, Oct. 4. — Legislation relating to subscription television by wire is a topic on which the House Interstate Commerce Committee may hold hearings during the next Congress, according to committee chairman Oren Harris (D., Ark.). He told the Alabama Broadcasters Association that, in addition, "both the Senate and the House committees are firmly committed to hold hearings during the next session" on legislation to license and regulate networks.

Harris also expressed his hope that the Federal Communications Commission "will use its new power to impose forfeitures" on stations that have violated its rules "only when absolutely necessary." He expects that broadcasters will not only obey the law and regulations, "but will follow diligently the industry codes of good practices worked out by the responsible members and organizations of the industry on a voluntary cooperative basis."

Plans of the Senate Interstate Commerce Committee are not clear at the moment. It is reported that chairman Warren Magnuson (D., Wash.), after hearing tv's Ralph Edwards make favorable comment on the potential of pay-tv, remarked: "He's going to be my first witness next year." Sen. Magnuson was not available for comment, and it is not known whether this statement was a direct reference to plans to hold pay-tv hearings or if he had in mind hearings on network regulation or programming. In the course of Edwards' remarks, he mentioned that pay-tv was a method whereby movie producers could quickly recoup production costs and make a "huge" profit.

Tele Features Offering Free Comedy Samples

Adopting a tried and true merchandising practice of distributing free samples of a product, Tele Features President, Al Odeal, announced that his firm will send six comedies from its large "Comedy Carnival" package free to any station in any markets still open. This offer is for the month of October.

Odeal said, "America loves comedy, and in order to prove it, we will send six assorted, slapstick, sound comedies from our library free to any station willing to pay the print costs. We feel that once the samples are shown, the public will clamor for more."

The free package includes such names as Shirley Temple, Harry Langdon, Andy Clyde, Buster Keaton, Lloyd Hamilton, and Howard & Shelton. Tele Features will grant one-year licenses for unlimited use to any station in a still available market upon receipt of the print costs involved.

AROUND THE TV CIRCUIT

with PINKY HERMAN

HOLLYWOOD, Oct. 4

DURING our stay here this past week events that took place merely confirm our idea that in this Motion Picture-Television Capital of the world, the unusual is merely usual. Second generation actors and actresses, producers studio executives match and often outshine the achievement of their forebears; f'instance June (Gene) Lockhart, Jane (Henry) Fonda, Tony (Osgood) Perkins, Jr., Efram Zimbalist, Jr., The Crosby boys, Kathy (Bob) Crosby, Lon Chaney, Jr., Rick & Ozzie Nelson, Jr., William Wellman, Jr., and Edward J. Montagne, Jr. The latter, son of one of Hollywood's best and greatly admired producers at RKO and Universal, is now busy preparing a pilot at the Republic Studios for Bonnaker Productions, "The Drumbeater," which stars Pat Harrington, Jr. (see what we mean, just can't help running into the juniors) The teleseries, which Montagne will produce for this fall's CBSked, according to the grape-VINE and Hollywoodites, is funnier than the "CBSergeant Bilko" program, which is quite an assertion but with which we'll go along until we've seen for ourselves. However, what we've been leading up to is the fact that no sooner did we sit down at the desk opposite Sam Berns at the empeedaily offices then the phone rang and that fabulous flack, that garrulous gabber, stalwart of stop-the-presses, none other than Dave Epstein permitted us to have the info that he holds the unique distinction of having served both the Montagnes, senior and junior. . . . Exec Producer Richard Lewis has so arranged the sked of "Checkmate," to permit the stars of the new full-hour CBS-TVehicle Anthony George, Doug McClure and Sebastion Cabot, time to make one-day jet flights to New York for interviews. . . .

☆ ☆ ☆

FLASHBACK: Just before we left Cleveland for this land of sunshine, we had the good fortune to meet Leo Mintz, prexy of Record Rendezvous managed by Harvey Arnold, which annually sells more records and LP Albums than any other retail outlet in the entire state of Ohio. . . . We also drove out to the Mt. Sinai Hospital there to visit the recuperating from an ulcer (not us) Jack Cohen, president of the Ohio State Coin Machine Operators and local tv producer. . . . Bud Ford then drove us downtown to station WERE where we chatted with the genial but modest Bill Randle and it wasn't until later that afternoon that we learned from Phil McLean (who started his radio career with Bill in Detroit) that Bill was about to earn his PH D at Western Reserve University. . . . Your reporter has been on the run ever since we got here but last Sunday we finally had a chance to meet with our gracious hosts Rudy and Elinor Vallee. (we'd been leaving notes with the maid every day, Rudy getting home from Anaheim (where he's been appearing these past 3 weeks) at 3 ayem and sleeping till about 4 while we'd been leaving the Vallee Villa at 7 ayem and returning just to sleep.) But on Sunday, in his office overlooking the swimming pool, we listened to some of Rudy's night club routines (taped at the club) and we can honestly say that never have we heard so much laughter (ours included). We'll simply say that if you were to picture a combination Bob Hope–Bob Newhart (at their very best) you will have the true image of the new Rudy Vallee. And if you have read this far, Mr. Leonard Goldenson or Bill Paley, go a step further and think for a moment. Rudy's great talents as a performer as the discoverer of more talent than anyone else in America (Bob Hope, Edgar Bergen, Francis Langford, Victor Borge, etc.) and master showman, make him the logiartist to spot opposite Jack Paar.

NAB Meeting Monday To Select President

From THE DAILY Bureau

WASHINGTON, Oct. 4. — The board of directors of the National Association of Broadcasters will meet in a special session here Monday to act on the nomination of a president of the association. Clair R. McCullough, chairman of the NAB policy committee and president and general manager of the Steinman Stations, Lancaster, Pa., sent telegrams to the members of the board notifying them of the meeting, which will begin at 11 A.M. The board is composed of 43 members.

SMPTE Meets Here

The New York section of the Society of Motion Picture and Television Engineers held its monthly meeting here last night at the World Affairs Center Auditorium in the Carnegie Endowment Center. The subject of discussion was "Improving the Performance of TV Films."

PEOPLE

Mel Keller, Warner Bros. sales representataive in Portland for 30 years has been named Oregon branch manager.

□

Birk Binnard, former Stanley-Warner advertising-publicity director in Philadelphia, will oversee the construction of The Fox, a new indoor theatre for Levittown, N. J. A new drive-in for the same area, the Super-130, will be built by **Melvin Fox** and **Claude Schlanger.**

□

John B. Kelly, Jr., brother of former film actress Grace Kelly, now Princess of Monaco, will be chairman of Philadelphia's 1961 March of Dimes.

□

Ronald Gillam will reopen Philadelphia's neighborhood Cayuga Theatre on a week-end operation basis. Gillam was formerly associated with the Stanley-Warner advertising dept.

□

Sylvester J. Albano, owner operator of Albano's Drive-In at Ravena, N.Y. has been elected vice-president of the New York State Magistrates Ass'n. He is justice of the peace in Coxsackie and police justice in Ravena.

□

Roy E. Pfeiffer, a 40-year-veteran of the motion picture industry, has transferred from Baton Rouge, La. to Jacksonville Beach, Fla. where he will manage the Beach Theatre.

□

Jennings Easley has joined the MGM sales force and **Don Weidick** has reported to the Columbia office in Jacksonville.

□

Anthony L. Haynes has announced his resignation from National Screen Services, Ltd. in London. No successor has been named for the managing director of the company.

Macy, 'Spartacus' Ads

Macy's will take full page ads in four of New York's newspapers to salute "Spartacus," the Bryna production being released by Universal-International, which has its world premiere at the DeMille Theatre here tomorrow. The full-page ads, which hail the world premiere of "Spartacus" as a great event in New York and accord high praise to the picture, will break in the *Times,* the *Daily News, World Telegram* and *Post* today and tomorrow.

musifex co
45 w. 45 st. n.y.c.
music for tv
series — spots
ci-6-4061

Loew's Men in D.C. Believe Public Service Part of Job

By E. H. KAHN

WASHINGTON, Oct. 4.—The men who represent Loew's Theatres in Washington firmly believe that public service is part of their job. And they have discovered that it pays off in dollars at the boxoffice.

Orville Crouch, eastern division manager for Loew's since 1950, and Jack Foxe, director of advertising and publicity since 1947, modestly assert that Loew's expects them to "pull their weight" in the community. But a list of their activities shows they pull faithfully and cheerfully far more than their weight. The staffs of Loew's Palace, seating 2,365, and Loew's Capitol, seating 3,426, do their share, too.

No matter who gets elected in November, an inaugural celebration will be held in January and preparations are already underway for this tremendous occasion. The town will be full of Hollywood celebrities who have labored in the political vineyards and who await a proper welcome in the Nation's Capital.

Crouch and Foxe, as co-chairmen of arrangements of the Citizens Committee appointed by the D.C. Commissioners go into action. The parade — rain or shine — is mammoth and flags and banners are needed. The Inaugural Ball — sometimes so big that it must be split into several groups with the new President attending all — needs decoration. The Inaugural Show, a big affair featuring politically active movie and stage stars, also must be divided and sometimes the stage of Loew's Capitol is used.



Jack Foxe

The talents of Crouch and Foxe are amply exercised in managing arrivals of the stars, providing them with escorts from the film industry, getting them to rehearsals on time, and generally soothing ruffled temperers. For the two Eisenhower inaugurals, star George Murphy was chairman and he found the services of Crouch and Foxe so useful that he settled down in the Loew's office for the duration.

One of the most glamorous sides of a Washington assignment is the reception of VIPs. For example, a gala evening is planned for Oct. 13. The stage of the elaborate Loew's Capitol will be the setting for the Royal Danish Ballet with both King Frederik IX and Queen Ingrid of Denmark and President and Mrs. Eisenhower in attendance—to the best of the State Department's knowledge the first time that two heads of state have ever appeared together in a motion picture theatre.

Each official visit takes weeks and sometimes several months of preparation. As co-chairmen of a citizens committee, Crouch and Foxe meet with protocol officers of the State Department, the City Commissioners, local police, Secret Service, the Board of Trade, various civic organizations, and first secretaries or ambassadors of the country involved. Banners, flags, fire ladder arches, parade routes, and many other details must be arranged. The chief stage hand at Loew's Capitol is the foreman in charge of the placement of decorations. Such questions as whether a banner—perhaps in Japanese or Arabic—is right side up must all be answered.

Messrs. Crouch and Foxe have been either behind the scene or on the scene in receiving officially the following personages: Dr. Albert Lleras, president of Colombia; Gen Charles de Gaulle, president of France; the King and Queen of Nepal.

Produces Free Shows

Crouch stressed that official receptions are only a small part of the work done in the community. As a public service, he recently produced a half-hour United Givers Fund television program presented live on all four Washington channels. On the program were Secretary of Health, Education, and Welfare Arthur S. Flemming, the Navy Band, Milt Grant, local master of ceremonies and tv personality, and Kitty Kallen, pops singer imported from New York.

As a Silver Beaver of the Boy Scouts, Crouch produces shows for the Boy Scouts of America. The National Guard Armory on these occasions is filled with about 6,000. Behind the lighting, tableaux, music and local talent is the hand of a Loew's man, Joe Margolis, manager of the Capitol.

Crouch, Foxe and Margolis are also there for the Fourth of July fireworks on the Monument grounds when a crowd of 200,000 turn out. And they are there for arduous days during Washington's Cherry Blossom Festival when the city is overrun with visitors, some of whom must go to the movies.

With all of this, both men have found time for the usual charity drives. They have worked to fight cancer, heart disease, and polio—the last with an iron lung in front of the theatre. Crouch is a member of the board of Big Brothers, an organization to help rehabilitate juvenile delinquents, chairman of activities of the Circus Saints and Sinners, and a commander of Post 20 of the American Legion. He is also entertainment chairman of the National Press Club, located on the top floor of the building which houses Loew's Capitol. All this helps make for the best of feeling between the press and the theatre.

All community efforts, these men feel, redound to the credit of the industry and help at least indirectly in box office receipts. One community effort started six years ago has made a great difference in theatre attendance. Hotels, theatres, and some restaurants pooled their efforts to promote tourist visits to the city during the slack summertime. Figures were compiled on the Washington weather, which is far better than it is usually thought. Space was bought in out-of-town newspapers and the press was called in to tell the story of how pleasant a summer vacation could be in Washington.

Visitors Entertained

With money contributed from the theatres and hotels, the American Women of Radio and TV were shown the town and MPA contributed its screening facilities to show a film "Invitation to Washington." Another year travel writers from a radius of 500 miles were given the same treatment. The result has been over one million visitors to Washington this August and this is very good business indeed.

The recent TOA convention in Hollywood held a panel discussion moderated by Mrs. Margaret G. Twyman, director of community relations for MPA. Uncontested conclusion was that exhibitors could "win friends and multiply customers" by participation in community activities. The success of Loew's in Washington offers spectacular proof of that conclusion.



RECEIVING VIPS: Orville Crouch, eastern division manager for Loew's, above (third from left) with President Eisenhower, Constance Snow, Mrs. Eisenhower, Sol Hurok and Rudolph Bing.

Below, Crouch with Mary Lou Healey, "Miss Summer Jubilee of 1959," E. K. Morris, president of the Board of Trade, and the commandant of the Belgian vessel, "Mercator-Roger Ship."



Promote 'Hot' Records

Two record promotion specialists, Milton Karl and Jules Losch, have been engaged by Embassy Pictures to augment the national promotional campaign for the four title song recordings of "Where the Hot Wind Blows."

Organize to Fight D.S.T. in Colorado

Special to THE DAILY

DENVER, Oct. 4.—The Colorado Association for Standard Time was organized here, composed of representatives from the Farm Bureau Federation, Denver Motor Court Ass'n., State Grange, Bowling Alley Proprietors Ass'n., and the Colorado Council of Motion Picture Organizations, along with other groups from the state area.

The organization intends to fight the Daylite Saving Time proposal which is to be voted upon in the general election in November. Same proposal was previously defeated in the state legislature two years ago. Sufficient signatures on petitions were secured to insure the proposal being placed in the November ballot.

The Association for Standard Time will, no doubt, argue that changing the clock would result in utter confusion due to the fact that all of the other states which surround Colorado remain on Standard Time.

Magna Reports

(*Continued from page* 1)

Jan. 31, 1961, will exceed those for the past fiscal year.

Income from film rentals, interest, etc., totaled $2,770,336 for the six months this year as compared to $4,966,733 for the previous same period.

Skouras said "South Pacific" had grossed $20,000,000 through July 31 this year, including about $100,000 from distribution of the 35mm version in England. This is only a small portion of the sum expected from that version in that territory, he said, and in other foreign territories the 35mm version is not yet in distribution, but expected to be started in the fall.

Skouras also reported that the company is making payments well in advance of maturity dates on the $4,000,000 borrowed in May, 1959, to pay the balance owing on 6 per cent debentures. This debt has been reduced to $2,400,000, he said.

AMPA Awards

(*Continued from page* 1)

the film company, or film company official judged to have most benefitted the industry during the past 12 months. A third will be for the outstanding showman; a fourth to the advertising man or the advertising campaign judged to be the year's best; the fifth to the person or organization in the service area of the industry—the craft or trade association—judged worthy of such recognition.

Montgomery said that the award project, which has been under consideration by AMPA for many years, was finalized last week by an AMPA steering committee meeting with him in New York. Subcommittes have been selected, he said, to make the selection of the initial recipients in each category.

He said that each recipient will receive a scroll listing his achievements which prompted his selection. It is also likely that AMPA will create and name a special trophy for the service award program.

The Magnificent Seven

(CONTINUED FROM PAGE 1)

Japanese film called "The Seven Samurai," released here briefly in art theatres a few years back. That picture told the story of an incident in 16th century Japan involving a peasant village harassed by bandits. In desperation the villagers hired seven warriors to protect them; the latter organized the defenses of the village and ultimately succeeded in wiping out all the brigands in spite of overwhelming odds.

Somebody (it is not clear who from the credits, but possibly scriptwriter William Roberts) conceived the idea of transposing the story to Mexico, making the villagers Mexican peasants and having them cross the border to the U.S. to secure seven professional gunmen to ward off native bandits. Details have been ingeniously switched here and there for the sake of logic, but the central situation is still the same. Those who saw the Japanese film will have an added interest in this one to compare what alternations were made and why.

What it all goes to prove, perhaps, is that a good story is still a good story and interchangeable as to locale. It also goes to prove that there can be more than one approach to telling the same tale. Sturges is the man who made "Bad Day at Black Rock," among other good westerns, and it is not surprising that he emphasizes these elements in "The Magnificent Seven"—strong characterizations and the moral implications of the story. Without giving the appearance of sermonizing he eloquently gets across the themes that man must take a strong stand against evil and that there are varieties of courage and fear.

This Sturges handles as well as he does the exciting battle scenes in which the bandits are routed by the gunmen, return in a surprise maneuver, and are finally destroyed.

The casting is interesting, if not successful in every case. Yul Brynner seemed an odd choice for the leader of the gunmen, but once the novelty of his exotic features and accent in a western setting wears off, he is able to provide the effect of quiet fortitude. His companions are a study in contrasts: Steve McQueen (of tv's "Wanted Dead or Alive") is easy-going and pleasant; Charles Bronson is staunch and brave; Robert Vaughn, cowardly and aloof; Brad Dexter, rugged and avaricious; and James Coburn, stoic and resourceful.

The seventh gunman is portrayed by Horst Buchholz, the young German actor seen here previously only in foreign films. Given the best part in "The Magnificent Seven," he proceeds to run away with the acting honors. He plays a headstrong and hot-tempered fellow in contrast to his more even-natured companions, and he performs with both vitality and charm.

Among the other actors Eli Wallach is outstanding as the evil and crude leader of the brigands, and Vladimir Sokoloff is good as the old wise man of the village. Rosenda Monteros is pretty and appealing as a young Mexican girl who has a brief romance with Buchholz.

All the technical credits are top-notch from the photography of Charles Lang, Jr., to the rousing musical score of Elmer Bernstein.
Running time, 126 minutes. Release, in October.

RICHARD GERTNER

MGM Sets Exhibitor Meets on 'Butterfield'

Metro - Goldwyn - Mayer's intensive local campaigns for the early November openings of "Butterfield 8" are under way with exhibitor meetings this week in Boston, Philadelphia, and Washington.

Al Cohan of M-G-M's home office publicity and advertising department completed a series of promotion meetings in Boston yesterday and is in Philadelphia today and tomorrow for similar sessions. In both cities, he is also seeing the key local press representatives, and developing department store promotions, setting special advertising campaigns, and reviewing all facets of promotion for the picture.

Mike Bergher on Tour

TOKYO, Oct. 4. — Mike Bergher, vice-president of Columbia Pictures International, supervising the territories of Latin America, the Far East and Australasia, is here on the first leg of his tour of Columbia branches in the Far East. Other stops on Bergher's tour will include Hong Kong, Manila, Singapore and Bangkok, as well as smaller branch cities in the surrounding territory.

Embassy Signs Ruggiero

Film editor Gene Ruggiero has been signed by Joseph E. Levine to supervise the editing on all forthcoming product of Embassy Pictures. Ruggiero, who won the Oscar for editing "Around the World in 80 Days," is currently working on "Thief of Bagdad," now before the cameras in Tunis.

Todd-AO Theatres Total 300 Worldwide to Date

Theatres equipped for Todd-AO at the present time number almost 300 worldwide, George P. Skouras, president of Magna Pictures, reported yesterday.

He said aggressive efforts are being made toward production of more pictures in the wide-screen process. He noted that 20th-Fox now has "Cleopatra" in production and that Magna itself mill make a film based on the life of Constantine. Negotiations are in process for issuance of additional licenses by Todd-AO for such pictures as "State Fair," "The Greatest Story Ever Told," and others.

Todd-AO Profit

(*Continued from page* 1)

M. Sugar, who is also vice-president in charge of sales for Magna Pictures; and Fred Hynes, appointed vice-president and general manager in charge of studio and West Coast operations. Hynes has been associated with Todd-AO since its inception as director of sound operations.

Re-elected as officers were George P. Skouras, president; George J. Solomon, secretary; and Martin Kasman, assistant treasurer.

The board issued a license to 20th Century-Fox for "Cleopatra," the seventh picture to be produced in the Todd-AO system. The board also authorized the issuance of a license to Magna Pictures for its forthcoming production of a motion picture which will portray the life and times of Constantine and Helena of the Roman Empire.

Runaway Production

(*Continued from page* 1)

had made "Exodus" entirely in Israel and Syria out of necessity, he had never made a picture out of the U.S. unless it was absolutely called for and that he always took American stars ad technicians to work on the productions.

"The industry is on dangerous and un-American ground" when people are allowed to tell producers where they may make a picture, he said.

America needs the European market to survive, he warned, whereas no country really depends on the U.S. to show a profit. If it were to come to a showdown, America, which is the most international of all motion picture producers, can only suffer by making an issue of singling out and attacking foreign background films, he said.

Gets Fox Theatre

LONGMONT, Col., Oct. 4.—Richard Klein, formerly general manager of the Black Hills Amusement Co., with headquarters in Rapid City, S. D., has purchased the Fox Theatre here from Fox Inter-Mountatin Theatres. Klein will move his family from Rapid City to Longmont and will take over the operation of the theatre, effective Nov. 1.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 68 NEW YORK, U.S.A., THURSDAY, OCTOBER 6, 1960 TEN CENTS

Long Process

MPA Program Forming for New FCC Rules

Retains Counsel in D.C.; Prepares for Conferences

By E. H. KAHN

WASHINGTON, Oct. 5.—The Motion Picture Association has retained the Washington law firm of Haley, Wohlenberg and Bader to represent the industry's interests in dealing with the Federal Communications Commission on the rules that it will make for interpreting the new law that bans certain malpractices in broadcasting.

Procedure in such a case probably will involve discussions with FCC staff

(*Continued on page 6*)

Won't Deduct Cost of Staging Campaign Drive

The Motion Picture Ass'n announced yesterday that in the industry-wide effort to get out the vote and raise funds on a nonpartisan basis for both parties, no portion of the money contributed will be used for administration expenses. Any expenses involved will be borne by the companies themselves.

The industry has decided to make the project a public service effort. This is the first time that such a program has been undertaken on an industry-wide basis in this country.

According to Eric Johnston, MPAA president, the fact that the cost of political campaigns has in the past

(*Continued on page 2*)

Stock Options Lead Industry Transactions

From THE DAILY Bureau

WASHINGTON, Oct. 5. — Exercise of stock options stand out among the transactions in motion picture industry stocks reported to the Securities and Exchange Commission from Aug. 11 to Sept. 12, 1960.

Benjamin Thau, an officer of MGM,

(*Continued on page 8*)

TELEVISION TODAY—page 6

Says MPI Plans Release of First Post-1948 Film Acquisitions to Hard Tops in February

Special to THE DAILY

MEMPHIS, Oct. 5.—Motion Picture Investors, Inc., will begin releasing pictures it acquires from major companies' post-1948 libraries next February, Richard Orear of Commonwealth Theatres, Kansas City, and an officer of MPI, told the Tri-States Theatre Owners annual convention here yesterday.

Orear said release of the first film acquisitions will be to hard tops, and the same pictures will be made available to drive-ins about June 1, 1961.

He made no disclosure of titles or film acquisitions, specifically, but told the conventioneers that MPI's investments in both film companies and post-48 library selections can be regarded as doing very well. Pictures from the major companies' libraries, he said, are being selected on their individual merit and not on a block-buying basis. Top quality attractions are being sought and those acquired will not be available to television for additional years, he pointed out.

When the films are re-released next winter and spring it will be with new prints and completely new advertising and promotion campaigns and materials.

AA Year Profit Is $1,240,538

Allied Artists' operations for the fiscal year ended July 2, 1960, resulted in a net profit of $1,240,538, compared with a net loss of $262,499 for the previous year, it was announced yesterday by Steve Broidy, president of the company.

The statement included an account-

(*Continued on page 2*)

N.T. & T. Asks US Okay To Acquire Drive-Ins

From THE DAILY Bureau

WASHINGTON, Oct. 5.—National Theatres and Television, Inc., is seeking authorization from the Department of Justice for the acquisition of two drive-in theatres. One would plan to operate as a multiple first run theatre and would accommodate between 1,200 and 1,600 cars. It would be located in the so-called Cypress-Los Alamitos area in Orange County, east

(*Continued on page 2*)

State Dep't. Influence Vs. Film Exports Is Scored by Kramer

Exercise of influence by the U. S. State Department on American film exports was scored by Stanley Kramer, producer, in a talk on "Movies with Ideas" at a meeting here yesterday sponsored by the N. Y. University's School of Law's Arthur Garfield Hays' civil liberties program. Kramer is an NYU alumnus.



Stanley Kramer

"Movies with ideas," Kramer said, "has come to mean 'controversial films' or, worse, 'message pictures'. In our business 'message' is a profanity and, in some quarters of Washington, where our business becomes their business, it is almost an obscenity.

"It may not have occurred even to experts in the civil liberties field that a producer seeking to make "movies with ideas" has a running fight on his hands. He must fight to produce them, and then he must fight to get them properly distributed, especially in areas of the foreign market where the State Department may influence the choice of American product.

"In the obsolete thinking of some government "specialists" concerned with export of films, a producer who turns a bright light on contemporary society in the United States, and

(*Continued on page 3*)

Trend Growing

152 Theatres Equipped for 70mm in U.S.

51 More to Changeover Soon; Canada Has 15

There are a total of 152 theatres in the 32 exchange areas of the United States equipped to show 70mm prints and, as of August 31 another 51 installations were contemplated. In addition, 15 theatres in the Toronto-Montreal areas are equipped for the big picture and another is planned.

George P. Skouras, president of Magna Pictures, reporting on the

(*Continued on page 8*)

Williams Named Dallas Branch Mgr. by 20th-Fox

William L. Williams has been named branch manager of the 20th Century-Fox Dallas office, effective immediately, it was announced yesterday by C. Glenn Norris, general sales manager.



W. L. Williams

Williams replaces Tom McCleaster, recently appointed to membership in the newly-created "Sales Cabinet," the field extension of the general sales manager's office, details

(*Continued on page 3*)

MGM Publicist Cohan Missing in Air Crash

Alfred Cohan, 39, MGM publicist, has been listed among those missing in the Eastern Air Lines Electra crash in Boston Harbor Tuesday. Cohan, who has been associated with the MGM home office publicity and advertising department since November,

(*Continued on page 6*)

UNIVERSAL proudly announces

SUSAN HAYWARD

in a Ross Hunter-Carrollton Production

also starring VERA MILES as "Liz Saxon

VIRGINIA GREY · REGINALD GARDINER

Directed by David Miller · Produced by Ross Hunter

e start of production:

JOHN GAVIN

Fannie Hurst's

"BACK STREET"

In Eastman COLOR

A UNIVERSAL-INTERNATIONAL RELEASE



World Wide Sold To Metropolitan

Special to THE DAILY

BOSTON, Oct. 5.—Completed acquisition of World Wide Broadcasting System, with transmitters at Scituate, Mass., was announced here today by John W. Kluge, chairman and president of Metropolitan Broadcasting Corp. Negotiations were begun last December.

Kluge also disclosed that Metropolitan will earn $1.25 per share this year on sales of $40,000,000. Last year its sales totaled $16,500,000, and earnings were 90 cents a share on some 150,000 fewer shares. Metropolitan also owns Foster & Kleiscr, Pacific Coast outdoor advertising company.

Kluge, addressing a luncheon gathtring of some 50 security analysts and investment counselors at the Parker House, said that World Wide, through its key station, WRUL, beams shortwave radio programs from Scituate to two-thirds of the civilized world. Emphasizing its importance as a means of presenting United States views on world affairs, he said that 75 standard broadcast stations re-broadcast WRUL programs to Latin America in Spanish and Portuguese.

Kluge also announced that another Metropolitan acquisition—that of ultra high frequency tv station WTVP in Decatur, Illinois—has just been sanctioned by the Federal Communications Commission.

The Metropolitan lineup, with these two acquisitions, now includes:

TV Stations — WNEW-TV, New York City; WTTG-TV, Washington, D. C.; KOVR-TV, Stockton-Sacramento, California; WTVH, Peoria, Illinois; WTVP, Decatur, Illinois. (Both WTVH and WTVP are UHF stations.)

Radio Stations—WNEW, New York City; WHK, Cleveland, Ohio; WIP, Philadelphia, Pa.

MPA Program Forming

(*Continued from page* 1)

members and the eventual filing of suggestions for treating the industry's problems with equity in the final rules that will be issued by FCC. The industry is concerned that many of its normal trade practices could be misconstrued as violations of the new law.

One significant problem, for example, is whether a manufacturer who supplies props for film use must be identified. The industry will suggest how the act should be interpreted to the extent that it is found to apply.

In the normal course of such a proceeding, FCC will hold informal conferences with various trade groups. Later, proposed rules will be issued, and FCC will solicit comments. These may be oral or written, in FCC's discretion. After considering comments, FCC will issue its final rules.

Parties who take issue with them may petition FCC for reconsideration. If any of the rules are thought to be illegal, court review may be sought. In the event of extensive disagreement, the process may go on for a long time.

Television Today

FCC Reports Progress on N.Y. Study Of UHF Feasibilty in Populous Areas

From THE DAILY Bureau

WASHINGTON, Oct. 5.—The Federal Communications Commission reports that it is making progress in its New York project to study the technical and economic feasibility of using UHF channels to provide satisfactory coverage in a large metropolitan area. Advisory committees have been established and are working on the five major technical phases concerned in this undertaking.

The transmitting industry advisory committee has considered specific designs for the proposed antenna installation on the Empire State Building. Discussions with the management indicate that it will be possible to use that building for the purpose, providing that a suitable antenna system can be designed.

Meanwhile, models of several different configurations are to be tested under contract and their effect on the existing VHF antenna atop the Empire State Building studied. So far, only one of the suggested antennas promises a reasonable approach to coverage in all directions. Other antenna configurations would provide directional operation.

To Use Channel 31

Use of two directional antennas operating simultaneously from the Empire State Building would provide both uptown and downtown service but would introduce an unpredictable degree of "scalloping" in service across Manhattan, roughly east and west of the building.

Present plans are for use of Channel 31 on the Empire State Building, inasmuch as this channel is available in New York City and is in the power half of the UHF spectrum. At another site near that city it is expected to install another transmitter using one of the upper UHF channels (in the vicinity of 800 mc) to test multicasting and to determine the difference between operation on the upper and lower portions of the UHF band.

Discussions with Columbia University indicate that a presently idle tower across the Hudson River at Alpine, N.J., (formerly used by Dr. Edward Armstrong) can be made available. It is hoped that a standard type of UHF-tv antenna could be mounted on the present tower.

A report on "evaluation of receiving techniques suitable for UHF-tv reception," prepared for the FCC under contract, was considered by the receiving industry advisory committee. This concludes that a practical tuner for UHF-tv reception can be constructed with an improvement in noise figure over the better tuners now on the market of about 3 DB. However, inasmuch as single channel amplifiers are available which would give better performance than the 3 DB improvement mentioned, the committee advises that it would not be worth spending money to develop an improved tuner for the project. It reasons that only a few locations would be able to detect the 3 DB improvement and in such locations single channel amplifiers can be used to simulate the improvement.

Upper Manhattan Studied

Preliminary studies have been made of upper Manhattan. This will help select locations for tv receivers to be used in the project, and in the selection of sites to measure reception.

The project is funded by a $2 million appropriation. It is directed by FCC's chief engineer and a special unit, aided by advice from cooperating committees. The work will be done principally on a contract basis. It will extend through fiscal years 1961-62.

Cohan Missing

(*Continued from page* 1)

1958, had just begun a three-week, nine-city trip to set up local ad campaigns for "Butterfield 8," for which he had served as unit publicist during filming.

Before joining the MCM unit, Cohan had been with Universal Pictures in a similar capacity as well as holding positions of sales executive with the Rubber Speciality Co. and promotion manager for the American Broadcasting Co.

Cohan served in the Coast Cuard and Maritime Service during World War II following his graduation from the University of Pennsylvania.

Felix the Cat Prods. Buys RCA Film Recording Set

Felix the Cat Productions has purchased the RCA Film Recording Studios at 411 Fifth Avenue here, Pat Sullivan, president of the production company, and Joseph Oriolo, vice-president and executive producer, announced.

In the 9,000 square foot area of the newly-named 411 Recording Studios are equipment and facilities both for filming and for recording film sound. Studio A in the former RCA Studios is considered one of the finest studios acoustically in the Untied States.

Republic Building New Sound Stage for TV Fil

From THE DAILY Bureau

HOLLYWOOD, Oct. 5.—Republ Studios this week will complete e terior wall construction of a ne sound stage now being built to provi additional facilities for the lot's bu est production season in years, Dani J. Bloomberg, vice-president and st dio manager, announced.

The new structure, with 200,0 cubic feet interior capacity, will bri the total number of sound stages the lot to 22, and is specially design for filmed tv production.

Nine Stations Added to ABC Radio Network

Nine new affiliations to the AB Radio Network, giving it a total 325 United States affiliates, were a nounced yesterday by Robert Pauley, ABC vice-president in charg of the radio network.

The new affiliates are: KAGT, An cortes, Wash.; WMEK, Chase Cit Va.; KOOS, Coos Bay, Ore.; WWH Hornell, N. Y.; KAAB, Hot Spring Ark.; KWBA, Houston, Tex.; WPG Portland, Ind.; KFMJ, Tulsa, Okl WNSM, Valparaiso, Fla.

Khrushchev to Appear On 'Open End' Sunday

Nikita Khrushev will appear "live on David Susskind's "Open End television program over WNTA-T Channel 13, here this Sunday at P.M., it was announced yesterda Newsmen will analyze Khrushchev appearance at the tail end of th show, which will be available for re broadcast to any station that ma want it.

Bob Hope to Narrate 'Will Roger Story'

Bob Hope has been signed by pr ducer Donald B. Hyatt to narrat "The Will Rogers Story," Purex Spe cial for NBC-TV based on the lif and times of the humorist.

This marks Hope's second Projec Twenty assignment for Purex, his firs being last season's "Not So Lon Ago." "The Will Rogers Story" i scheduled to air in late February Hope will headline eight specials fo NBC-TV this season in addition t the Purex Special and other gues appearances.

'Steps' to 68th St. Here

Oct. 10 has been set for the initia run of "The 39 Steps" at the 68th S Playhouse here. It is a Rank Organ ization presentation being released b 20th Century-Fox.

Tonight at 9 (CNYT) on the CBS Television Network. Annie Fargé is her name. She's French, delightful (très) and the co-star, with Marshall Thompson, of "ANGEL"...the soufflé-light, champagne-bright new series from CBS Films. Executive Producer: Jess Oppenheimer. Sponsors: General Foods and S.C. Johnson & Son. Agency: Benton & Bowles.

Life, Look, Mademoiselle, This Week (cover story), TV Guide and papers coast-to-coast have already given Mlle. Annie an unprecedented welcome. Meet her tonight as "ANGEL." You'll join the press in loudly cheering "Vive La Fargé!"

CBS FILMS

You've got a date with an Angel!*



70mm Survey

(*Continued from page* 1)

progress of the wide picture this week said that about 300 theatres, including those in foreign markets, were equipped with 70mm projectors.

The survey of U.S. theatres shows some interesting growth patterns. For instance, while the greatest concentration of the newly equipped houses is around the major exchange centers, Boston, Los Angeles, New York and Washington, other areas, like Dallas have a surprising number of houses. In addition, many of the houses are not down-town first run houses but rejuvenated neighborhood or smaller downtown theatres.

That this pattern will continue is shown by the fact that the theatres listed for early modernization fall in the same category.

Four Now in Boston

In Boston proper there are presently four equipped houses, three of them owned by Ben Sack. Of these, the largest is the Cary theatre with 1277 seats. The fourth house in the city is B & Q's 1,384 seat Astor. The five other equipped houses are in Providence, Fall River, New Bedford and Springfield.

Sack also plans to equip his Beacon Hill theatre in Boston and two others contemplated are in Springfield and one in Fall River.

The Los Angeles total includes seven in Los Angeles, Hollywood or Beverly Hills. Of these the largest is the 2,288 seat Fox Wilshire operated by Fox West Coast. Others are scattered between San Diego and Phoenix, Arizona, including Eldorado Enterprises' Pacific Drive-in at Pacific Beach, Cal.

N. Y. Varies Pattern

New York City varies the pattern. Seven of the 12 houses in the area are in the city proper and all of these are Broadway theatres, the Rivoli, State, Criterion, Warner, DeMille, Capitol and Astor. The five others are in Syosset, Asbury Park, Huntington, Upper Montclair and Bayshore. However, all those listed as contemplating the changeover are suburban except that 600 seat Murray Hill owned by Rugoff and Becker. The others are in New Jersey, Westchester and Long Island.

Texas presents an interesting picture with nine of the 12 theatres listed as equipped having 1,000 seats or less. These are in San Antonio, Houston, Corpus Christi, Dallas, Beaumont, Wichita Falls and Waco. Contemplated are theatres in Amarillo, Fort Worth, Austin, Herlingen, El Paso, Tyler, Abilene, and Waco, and of these the 1,468 seat Palace in Fort Worth is the only one seating more than 1,000.

Twinex Anniversary

TORONTO, Oct. 5.—Twinex Century Theatres, Ltd., will mark the 25th anniversary of its establishment as a theatre circuit with an industry dinner at the Park Plaza Hotel in Toronto Oct. 18.

70mm Installations, By Exchange

Exchange Area	Completed	Contemplated	Exchange Area	Completed	Contemplated
Albany	3	1	Minneapolis	4	1
Atlanta	6	2	New Haven	1	0
Boston	9	4	New Orleans	1	1
Buffalo	7	1	New York	12	9
Chicago	6	0	Oklahoma City	3	0
Charlotte	0	0	Omaha	2	0
Cincinnati	6	2	Philadelphia	6	2
Cleveland	5	1	Pittsburgh	4	1
Dallas	12	8	Portland	3	0
Denver	3	1	Salt Lake City	3	0
Des Moines	0	1	San Francisco	5	1
Detroit	5	0	Seattle	2	0
Indianapolis	4	0	St. Louis	4	0
Jacksonville	10	0	Washington	9	1
Kansas City	2	0		—	—
Los Angeles	11	7		152	51
Memphis	3	1	Toronto,		
Milwaukee	1	6	Montreal	15	1

Plans Indoor-Outdoor Theatre for Upstate

Special to THE DAILY

ALBANY, Oct. 5.—Peter Carelas, owner of the Greenville Drive-In at the Northern Catskill Mountains village of that name, informed local exchangemen that he plans an outdoor "addition" seating about 300.

This would be the first combination indoor-outdoor theatre in the Albany exchange district. However, there is understood to be one designed and built as such at Hyde Park, near Poughkeepsie.

Carelas explained that his idea is to provide seats for rainy nights and for the many New York City vacationists who now come to the drive-in by taxicab or afoot.

The indoor part, built with a thermoglass side facing the screen so that indoor occupants can see the picture being shown on the screen, would have direct access to the drive-in's snack bar. Carelas' present thought is to operate the indoor section "on weekends during the winter months."

NLRB Rules Against Extra on Script Lines

The National Labor Relations Board at Washington, D. C., has upheld a ruling by its Los Angeles Regional Director rejecting a complaint by Michael D. Jeffers, an extra, who had claimed that the Screen Actors Guild was committing unfair labor practices in the enforcement of the SAG contract governing script lines and script stunts.

Jeffers' unsuccessful action was directed against SAG moves to correct abuses in the hiring of persons who do script lines and stunts. The Guild pointed out that there is nothing in the SAG contract to prevent an extra player who is also a member of SAG from being employed for script lines and stunts, and that extras hired as such are continuing to perform non-script lines and stunts as in the past.

Tri-State Meet Hears Report on Product Plans

Special to THE DAILY

MEMPHIS, Oct. 5. — Exhibitors are going to have more to say about the stories of the pictures they show, George Roscoe, field representative for Theatre Owners of America, told delegates to the convention of Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee at the closing luncheon here today.

Roscoe told of the plans of TOA to cooperate with the Screen Producers Guild to provide producers with an exhibitor evaluation of proposed scripts.

Officers recommended by the nominating committee were elected as the closing business session today. Gordon Hutchens, Russellville, Ark., out-going president, became chairman of the board, and Joe Keifer, Memphis, of Malco Theatres, Inc., is the new president. Vice-presidents are: Leon Rountree, Holly Springs, Miss., re-elected; Robin Wightman, Little Rock, re-elected and Ed Doherty, Memphis, new Tennessee vice-president. Martin Mounger, Calhoun City, Miss., was elected secretary-treasurer in place of Keifer, and is in line to be the 1962 president.

Representatives to TOA: R. Cox, Batesville, Miss., Hayes Remon, Millington, Tenn., and K. K. King, Searcy, Ark.

Tells of Storm Damage To Mountain Theatre

Special to THE DAILY

ALBANY, Oct. 5.—Direct damage to George Thornton's Windham in Windham, Catskill Mt. village devastated by the recent hurricane, was estimated by him, during a visit to Albany this week, at a minimum of $7,000. Many of the seats and all of the rugs were damaged. The roof suffered wind and flying-debris damage.

Stock Optio

(*Continued from page* 1)

reported in August the exercise
options on 4,101 shares of comm
his entire holdings. Joseph Vo
president and director, reported
tions for 3,728 shares, bringing
holdings to 15,378.

James B. Conkling, an officer, t
5,000 shares of Warner Bros. P
tures—his total holdings—on option
July.

George N. Blatchford, officer
Allied Artists Pictures, reported
position of 500 shares of common
August, retaining 200. Roger W. H
lock acquired 300 to bring his to
to 19,900.

Edward L. Hyman, an officer
AB-PT, reported disposition of 3,0
shares in August, retaining 6,0
James G. Riddell, an officer and
rector, disposed of 100, keepi
1,600.

Cinerama Holdings

Marshall A. Jacobs, director
Cinerama, Inc., reported acquisiti
of his entire holdings of 500 sha
of common in August. B. G. Kran
an officer and director, reported
quisition of his total of 300 sha
in that month. Robin Internation
Inc., listed under the name of N
colas Reisini, an officer and direct
acquired 18,900 shares for a to
of 38,005.

Drummond Drury, officer of Fil
ways, Inc., reported disposition
680 shares of common in August,
taining 500. Richard B. Sage, al
an officer, reported disposition of 4
shares in July, bringing his total
8,905.

An unnamed subsidiary of Loe
Theatres, Inc., reported in Aug
the acquisition of 1,264 comm
shares of Loew's Boston Theatre
bringing its holdings to 2,860. Loe
Theatres, Inc., is listed as holdi
132,966 shares.

NT&T Disposition

Samuel Firks, a director of N
tional Theatres and Television,
ported in July the disposition of 5,3
common shares and in August anoth
6,700 shares, leaving him with 50,1
shares.

Y. Frank Freeman, an officer a
director of Paramount Pictures,
ported in August disposing of 7
common shares, retaining 2,000.

Harry Brandt, a director of Tran
Lux Corp., made reports in July
acquisition of 900 common share
bringing his total to 161,900. Pame
Amusement Co. disposed of 6
shares, keeping 800. Foundations u
der Brandt's name acquired 1,3
shares and disposed of 1,500 share
keeping 35,180.

Johnston to Speak

HOLLYWOOD, Oct. 5. — Er
Johnston, president of the Moti
Picture Ass'n. will be guest speak
at the Screen Producers' Guild me
bership meeting in the Empire Roo
Beverly Hilton Hotel, October 17.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 69 NEW YORK, U.S.A., FRIDAY, OCTOBER 7, 1960 TEN CENTS

File with FCC

TV Alliance Asks Relief In 'Payola'

Seeks Interim Rulings In Two Specific Areas

By E. H. KAHN

WASHINGTON, Oct. 6.—The Alliance of Television Film Producers, Inc., today filed with the Federal Communications Commission a petition for relief from section 317(D) of the Communications Act—specifically some of the provisions of the new "anti-payola" bill.

Harry M. Plotkin, counsel for ATFP, says the industry needs relief which can be obtained by issuance of interim rulings in two areas. They are: (1) Applicability of the new law to filmed television programs produced prior to Sept. 13, 1960; and (2) Applicability of the new law to filmed

(*Continued on page* 3)

Political Fund Data Delivery Ends Oct. 14

Spearheaded by Eric Johnston, the president of the Motion Picture Assn. industry's non-partisan campaign to get out the vote and raise funds for the candidates will have completed the first organizational leg on next Friday, Oct. 14. On that day thousands of pieces of literature will be delivered to all company campaign directors, top executives who represent their company presidents.

These directors, according to the campaign's plans, have already ap-

(*Continued on page* 3)

NT&T Will Distribute NTA Stock November 10

From THE DAILY Bureau

HOLLYWOOD, Oct. 6. — Distribution by National Theatres & Television, Inc. of 844,875 shares of common stock of National Telefilm Associates, Inc. will be made Novem-

(*Continued on page* 2)

TELEVISION TODAY—page 6

REVIEW:

SPARTACUS

Bryna—Universal-International

"SPARTACUS" is for the millions who like their screen adventures and romance robust, lachrymose and prolonged. It is tailored for a very large clientele, boasting an all-star cast headed by Kirk Douglas, Laurence Olivier, Jean Simmons, Charles Laughton, Peter Ustinov, John Gavin and Tony Curtis. It has the benefits of a wide range of top cinematic skills and techniques, including the Super Technirama 70 process, and color by Technicolor. And on it no effort was made to spare the budget. It ranks as Universal's highest budgeted production and also is claimed to be the most expensive picture ever made in Hollywood.



"Spartacus" is the story of the Roman gladiator of that name who led a rebellion of, first, other gladiators, then a large part of the huge slave population of pagan Rome in the last century before the Christian era. As such, it is the story of civilized man's unending struggle for freedom and dignity. To it has been added, in this Dalton Trumbo screen play, based on the widely read Howard Fast novel of the same title, a tortured romance between the gladiator, Spartacus, played by Douglas, and the slave girl, Varinia, played by Miss Simmons.

It is a love that was born in the inhuman atmosphere of slave quarters and gladiators' cells, subjected to frustration except during the brief years of their rebellion won freedom, and doomed to a tragic end as the Roman rulers, stung by defeats administered by their slaves, set about in earnest to put down the uprising by every means at their command. It is a romance that has its moving moments and one whose torments many women will gladly cry over.

The story has been told against a background that is exceptionally varied even in these years of three-hour Biblical dramas and spectacles of fabled ages. It is quite apparent that no expense was too great to achieve the ultimate in sets of Roman apartments, baths, senate chambers and gladiators' arenas, among others, nor in panoramas of vast battle scenes, and the marches and camps of the teeming slave hordes after they have thrown off their yoke.

Costumes, color and the impressive fidelity of the Super Technirama 70 process are a visual treat over the impressive 190 minutes of running time (exclusive of intermission time which will be a standard fixture of this picture's road show policy). The Edward Lewis production, for which Douglas was executive producer, is uniquely impressive for its trappings alone.

Ustinov, as the owner of a stable of gladiators, finds Douglas, the slave, in the desert inferno of African salt mines, where the former has gone in search of likely material to be trained for the arena. Brought to Italy and schooled as a gladiator, the cruelty and indignities heaped on the men by their Roman masters festers in Douglas, who has fallen in love with the training camp's slave serving maid, Miss Simmons.

Forced to fight a slave companion to the death for the amusement of

(*Continued on page* 3)

Approved

Academy Sets New Rules on Documentaries

Will be Eligible if Shown Abroad; New Shorts Rule

From THE DAILY Bureau

HOLLYWOOD, Oct. 6. — Two rules changes affecting the 33rd annual Academy Awards next April 17 have been approved by the Academy board of governors.

The first, designed to stimulate entries from abroad, provides that showing of documentary films no longer be limited to the United States to be eligible for a documentary award, but can have their first showing in any country during the

(*Continued on page* 2)

Smadja to Leave U.A. European Prod. Post

Charles Smadja will retire as vice-president of United Artists in charge of European production for reasons of health, it was announced yesterday by Arthur B. Krim, president. His retirement will be effective Dec. 31, but he will continue to act for the company in an advisory capacity.

In announcing the resignation of Smadja, Krim said: "Charles Smadja

(*Continued on page* 2)

'Tiffany' Producers Lonely Between Films

By WILLIAM WERNETH

"It gets lonely between pictures," producer Richard Shepherd said here yesterday in commenting on the intense schedule of motion picture making planned by him and Martin Jurow, his partner in Jurow-Shepherd Productions.

Speaking at a Greenwich Village location of their upcoming "Breakfast at Tiffany's," Shepherd recalled that Jurow-Shepherd had its beginning when the talent agency pair convinced Gary Cooper of the film pos-

(*Continued on page* 3)

PERSONAL MENTION

STEVE BROIDY, Allied Artists president, in New York from the Coast, will meet trade press representatives at lunch at the 21 Club today. SANDY ABRAHAMS, A-A national advertising - publicity director, and GEORGE BURROUGHS, executive vice-president, will accompany him.

•

JOHN C. FLINN, Columbia Pictures studio director of publicity and advertising, will leave Hollywood on Sunday for Hawaii for conferences in "The Devil at 4 O'Clock."

•

ED SVIGALS, vice-president of Trans-Lux Distribution Corp., has returned here from an extended sales trip to the West Coast.

•

CHARLES B. MOSS, president of B. S. Moss Theatres, will leave here Sunday for a tour of film production centers in London, Paris, and Madrid to view recently completed product.

•

IRA D. BECK, United Artists Associated supervisor in Latin America, is here for home office conferences.

•

JOSEPH SOLOMON, president of Fanfare Films, Inc., Philadelphia, was in Atlanta this week.

•

MRS. BENJAMIN DARGUSH, wife of the manager of the Center Theatre in downtown Buffalo, N. Y., became the mother of a baby girl this week.

•

HARRY K. MCWILLIAMS, advertising and publicity director for Columbia's "Pepe," is in Philadelphia from here today on promotion of the film.

Albany Plans Dinner To Honor Pantages

ALBANY, Oct. 6.—Clayton G. Pantages, promoted by 20th-Fox from Albany branch manager to a post in the "sales cabinet" which general sales manager Clenn Norris has established, will be honored at a dinner here, tentatively set for Nov. 14.

This was decided today, following a bon voyage luncheon for Alan V. Iselin, president of Tri-City Drive-In Theatres. He leaves New York Sunday by plane for London, on a search for foreign pictures with drive-in draw.

Former salesman John Wilhelm, who returned from New York today and assumed Pantages' old job, will serve on the dinner committee. So will Herbert Schwartz, Columbia manager; Elias Schlenger, Fabian division manager; Joe Miller, of Menands Drive-in, and others.

AIP Boosts Budget on Four Action Classics

From THE DAILY Bureau

HOLLYWOOD, Oct. 6. — American International's forthcoming release schedule will carry a minimum of four action classics, according to an announcement here today by AIP heads James H. Nicholson and Samuel Z. Arkoff. At the same time and due to an increased demand for saturation bookings, the executives announced a boost in their standing orders to 600 prints, thus allowing four to six major territories to play off a feature simultaneously.

The four action classics announced are Jules Verne's "Master of the World," "In the Year 2889," "The Floating City" and Edgar Allan poe's "The Pit and the Pendulum."

All four productions will be filmed in color at an estimated budget of $4,250,000 with exploitation and advertising scheduled from April of '61 through the Christmas holidays at a cost of another $4,250,000, making this AIP's largest outlay to date.

'Hot Wind' to Open in 652 Theatres in Week

Joseph E. Levine's "Where The Hot Wind Blows!" will open in 652 theatres across the country, the week of Nov. 6, spearheaded by simultaneous saturation openings in New York, New England, Philadelphia and Los Angeles-San Francisco territories.

In addition, the M-G-M release will debut in saturation openings the same week in Toronto and Montreal, putting to use more than 600 prints. A total of 120 theatres in the New York territory have booked the film as the Veterans' Day attraction, while "Where The Hot Wind Blows!" will debut in 150 theatres in New England and approximately 100 in both the Philadelphia and Los Angeles—San Francisco territories.

12 Roadshow Bookings For 'Alamo' Slated

Twelve roadshow engagements in the United States and Canada have been set for John Wayne's "The Alamo," it was announced by Wayne and William J. Heineman, vice-president of United Artists. The film will have its world premiere at Woodlawn Theatre, San Antonio, on Oct. 24, following a four-day, city-wide celebration. This will be followed by regional premieres at the Capri, Dallas; the Tower, Houston, on Oct. 25; and at the Rivoli, New York; Palace, Chicago; Carthay Circle, Los Angeels; Alexander, San Francisco, and Midtown, Philadelphia, on Oct. 26.

Regional premieres at the Tivoli, Toronto; Seville, Montreal; State, Oklahoma City, and Brook, Tulsa, on Nov. 9, round out the first bookings.

Smadja Resigns

(*Continued from page* 1)

was one of the original group that came into United Artists in 1951 and has been a major factor in the worldwide growth of the company since that date. All of us here at U.A. are sorry that he has to curtail his activities, but we must respect the advice of his physician. Our best wishes go with him and we are happy that he will still be available to us in his advisory capacity."



Charles Smadja

Smadja entered the motion picture industry in France in 1931 and was general manager of Films Osso from 1932 to 1934. He became a producer and president of Gladiator Films in 1935 and left to serve with the Free French forces in World War II. He resumed production activities in France in 1945 and joined United Artists in 1951 as European sales manager. He was named continental manager in 1953 and to his present post in 1955.

Academy Sets

(*Continued from page* 1)

Awards year to the audience for which they were designed.

The new rule also states that entries must have significant dialogue or narration in English or English sub-titles.

The second rule change, recommended by the short subjects branch, states that short subjects must be released in Los Angeles County for a definite first paid play date of three consecutive days after an opening prior to midnight, Dec. 31, 1960. Previously, the rules required that the films be shown in the county for three consecutive days "during the Awards year."

Baltimore Theatre Switches to 'Art'

Special to THE DAILY

BALTIMORE, Oct. 6. — A new policy of operation as an "art" house begins tomorrow at the Forest Theatre located in suburban residential Baltimore. It formerly was on a subsequent-run basis.

The theatre has been renovated and redecorated. The original seating of 680 has been rearranged and reduced. It is a unit of the Durkee Enterprises, which also owns the Edgewood, policy of which was recently also changed to "art."

New Company Sets Budget of $8,500,000

From THE DAILY Bureau

HOLLYWOOD, Oct. 6.—Arlington Productions, Inc., has been formed to produce eight feature films in the next 12 months with a total anticipated budget of $8,500,000. President of the new company is William D. Coates. Albert Martin, New York attorney, is with the company as producer's representative.

Of the eight pictures, four are to be filmed in this country and four in Mexico in a co-production venture with Producciones Bueno. Coates departs over the weekend for Mexico City where he will meet Bueno's president Jose Luis Bueno, Jorge Castillo and Dawson Bray. Five million dollars is budgeted for the Mexican ventures, with $3,500,000 for the American productions.

Officers of Arlington, in addition to Coates, are Herman Rotsten, vice-president; Dean Colin Reed, vice-president; Calvin J. McKinney, secretary-treasurer, and Wynn Shrontz, assistant treasurer and finance officer.

Financing for the company is from private sources. No distribution deal has been set. It is intended to start "The Cause of Death" on location in New York Nov. 28. Joseph Kane will direct from an original screenplay by Jerry Sohl.

Balance of the program, both domestic and Mexican co-production, is to be announced within the week.

NT&T Will Distribute

(*Continued from page* 1)

ber 10, 1960 to NT&T stockholders of record on October 14, 1960, B. Gerald Cantor, president of NT&T, announced today. NT&T stockholders will receive three stares of NTA for each 10 shares of NT&T held. This dividend was announced some time ago, but designation of the record and payment dates was delayed pending approval by the Federal Communications Commission. The Chase Manhattan Bank, which holds the NTA stock as trustee, will handle the distribution.

The dividend decreases NT&T's holdings in NTA to 620,511 shares, which is approximately 38 per cent of the total of 1,627,572 shares of NTA common stock to be outstanding.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
THE DARK AT THE TOP OF THE STAIRS
ROBERT PRESTON • DOROTHY McGUIRE
A WARNER BROS. PICTURE in TECHNICOLOR
ON STAGE "THREE CHEERS" & "KOL NIDREI"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher. Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

TV Alliance

(*Continued from page* 1)

television programs produced after Sept. 13, 1960, but before Jan. 1, 1961.

The 18 companies included in ATFP are currently producing more than 50 different series for television. The new law which became effective Sept. 13 "for the first time imposes an affirmative duty upon them to disclose to broadcast licensees certain information concerning the receipt of any consideration in connection with the inclusion of any matter in a broadcast program." On Sept. 21, FCC announced that it was in the process of preparing proposals for rule-making, but that meanwhile old rules until superseded would remain in effect and the industry should be guided by the House Committee report.

Many Already Telecast

In the case of films produced before Setp. 13, ATFP points out that most, if not all, of them have been "broadcast at least one of more times over one or more television stations and will continue so to be broadcast for many years to come." ATFP believes the new law does not apply for two reasons: (1) The alternate choices given to the producer in the law can be made "only at or before the time the program is being produced" and therefore no choice is possible for films antedating the law; and (2) After citing Chairman Harris (D., Ark.) during the hearings, "Congress intended the law to have prospective application only."

ATFP points out, "the waiver will simply preserve the status quo until such time as the Commission shall have had an opportunity to pass upon the matter."

Ask Waiver on Rules

As for filmed television programs produced after Sept. 13, 1960, the petition declares: "Throughout the years there have developed in the film industry many practices which have been openly arrived at and the existence of which has been open and acknowledged. ATFP believes that these open and normal business practices were not the type with which Congress was concerned. The hearings contain no charges or disclosures on this score. However, the statute as finally drafted may technically be construed to cover some of these practices. ATFP members are in the process of reexamining these practices to ascertain whether they are covered, and if so, whether they should be changed so as to obviate an announcement or whether they should be retained, in which event machinery must be devised for supplying broadcast licensees with the necessary information so that appropriate section 317 announcements may be made. However, this is not a matter for unilateral determination by the film producers. Existing contracts are involved which may have to be renegotiated. The insertion of announcements in film programs may create problems with networks or station licensees who may have conflicting commitments with sponsors. It takes time to work out these problems in good faith. The normal method of doing business which has been in effect for long periods of time cannot be changed overnight."

In the case of these films, ATFP asks for a waiver pending issuancee of final rules.

The companies represented by ATFP are the following: Ben Fox Productions, Inc.; Brennan-Westgate Productions; California Studios, Inc.; Desilu Productions, Inc.; Filmaster, Inc.; Flying A Pictures, Inc.; Four Star Television; Gallu Productions, Inc.; Harman Productions, Inc.; Jack Chertok Television, Inc.; Jack Wrather Organization, Mark VII, Limited; Martero Enterprises, Inc.; Mayberry Enterprises; Overland Producttions, Inc.; Revue Studios; Wyatt Earp Enterprises, Inc., and Ziv-United Artists, Inc.

In a related action, the law firm of Haley, Wohlenberg and Bader, on behalf of the Motion Picture Association, filed today a letter of intent with the chief of the broadcasting bureau of FCC. The MPA brief is expected to be filed next week.

Spartacus

CONTINUED FROM PAGE 1



two patrician Roman couples, Douglas is saved when his fellow gladiator refuses to administer the coup de grace and, instead, attacks the Romans. The gladiator is killed by guards but Douglas subsequently leads a revolt that spreads over the countryside, gaining slave adherents, arms and supplies as it expands.

After an early victory against a Roman force Douglas is united with Miss Simmons and through the several years of the successful revolt they live as man and wife. In a spectacular climax, the slave hordes are cut off from escape from Italy while being pursued by Roman legions from two directions. Victorious against the first assault, the slaves fall before the second. Their ranks are decimated, survivors crucified and Douglas and Curtis, companions, are forced by Olivier, the Roman commander, to fight to the death at the gates of Rome, the survivor to be crucified.

Miss Simmons, meanwhile, has born Douglas's child and been sent to Rome as Olivier's slave. Laughton, a Roman senator and antagonist of Olivier's, bribes Ustinov to take her from Olivier's home and escort her out of Rome to freedom. As they leave the city with the child they pass the crucified Douglas, who sees his son for the first time and dies knowing that the mother and child are headed for freedom.

The leading performances are excellent but Ustinov comes close to stealing the picture. Laughton and Olivier also stand out in the large stellar cast. Others who turn in creditable performances are John Gavin as a young Caesar; Nina Foch as a Roman socialite, and Herbert Lom, John Ireland, John Dall, Charles McGraw, Joanna Barnes and Woody Strode in character roles.

Stanley Kubrick's direction is effective but in several instances overemphasizes the brutal, the grotesque and the obvious. In some instances of fighting and love-making these excesses are so noticeable as to make the picture unsuitable for the immature. The criticism also might be made that the picture could be improved by shortening it by 15 or 20 minutes.

In other respects, "Spartacus" is a vibrant, robust drama with its inseparable love story, which is bound to command huge audiences and lengthy stays at the specially equipped theatres for which this special release is designed.

Running time, 194 minutes. Release, special.

SHERWIN KANE

To Film 'Many Rooms'

HOLLYWOOD, Oct. 6.—"House of Many Rooms," a novel by Robin White, has been purchased by Columbia Pictures for filming by Philip Barry Productions, it has been announced by Samuel J. Briskin, Columbia vice-president in charge of West Coast activities.

Tiffany's Producer

(*Continued from page* 1)

sibilities in the book "The Hanging Tree," on which they had a $750 option.

Shepherd, an energetic man of 34, said that he would like to be able to make as many as 30 pictures a year, but added that Jurow-Shepherd policy was to make films that "should be made and that we feel we can make good."

Although "Breakfast at Tiffany's," their first Paramount release, is expected to continue shooting until mid-December with a proposed summer release, Shepherd said that he and his partner would begin work on their next film in about 60 days.

"The Beach Pad," an original screenplay by Jack Sher and Irene Camp with Sher directing, was named as the "Tiffany" successor. It was described by Shepherd as "a combination of a juvenile 'Pygmalion' and 'Catcher in the Rye'."

Shepherd then commented that he had a deadline of this weekend to read the novel "Jenny Bone," also on the Jurow-Shepherd production list. And when will the pair make this film? "We've set no definite date as yet," replied Shepherd, "but it is not entirely impossible that we will be working on all three pictures at the same time."

Political Fund

(*Continued from page* 1)

pointed department heads in the New York offices as well as the branch managers at the exchanges to organize for the campaign. Studios are organizing on the same basis as the New York offices.

All the department heads will receive a campaign plan circular with complete instructions on running the campaign in their own departments. Captains have been chosen for every twenty members of each department. The captains will be responsible for contacting every employee in the industry by Democracy Day, Friday, Oct. 21. All contributions will be collected by D-Day.

The captains will be supplied with a kit containing a personal letter from the company president to each employee. The letter invites all personnel to join in the industry's non-partisan effort. Also in the kit are printed pamphlets detailing the reasons why every voter has a duty not only to vote but to support financially candidates of his choice.

A double envelope included in the kit insures that the employee's name, contribution and party affiliation will be kept "as secret as the secret ballot." These envelopes are to be put into the hands of every member of the industry by the captains, along with the other material.

The sealed envelopes, the inner one intended for the contribution, and the outer one unmarked except for the name of the company treasurer, will be delivered by MPAA to the citizen's committees of the major parties. These committees will open the envelopes and count the funds allocated to them.

BRILLIANT "SPARTACUS" WORLD PREMIERE AT

FOLLOWING a series of six invitational previews attended by thousands of screen, stage and television personalities, press representatives and entertainment industry leaders, "Spartacus," the widely-heralded Bryna Production being released by Universal-International, had its brilliant World Premiere at the DeMille Theatre in New York last night as a benefit for the American Academy of Dramatic Arts. More than two years in the making and the most expensive film ever shot in Hollywood, "Spartacus," stars Kirk Douglas, Laurence Olivier, Jean Simmons, Charles Laughton, Peter Ustinov, John Gavin and Tony Curtis and a cast of thousands. Last night's World Premiere was followed by a supper dance at the Hotel Astor attended by a galaxy of stage, screen and television stars. During the next four weeks, openings of "Spartacus" are scheduled for Chicago, Los Angeles, Boston, Philadelphia, and Detroit, all on a roadshow basis.



Milton R. Rackmil, president of Universal and Mrs. Rackmil arrive with Mr. and Mrs. Kirk Douglas.



The scene in front of the DeMille theatre last night and the huge sign.

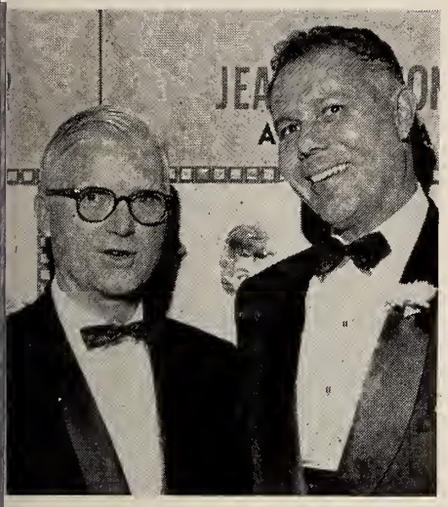


Morrie Weiner, general manager of the Universal-International studio, arrives with guests.



David A. Lipton, Universal vice-president, Myrna Loy, Philip Gerard, Universal Eastern advertising and publicity director and Mrs. Gerard.

DEMILLE LAUNCHES WIDELY-HERALDED FILM



lenry H. "Hi" Martin and Walter Reade, Jr. Ir. Martin is vice-president of Universal and eneral sales manager and Reade is president f Walter Reade, Inc.



Gene Picker, president of Loew's, Inc. and Mrs. Picker.



Edward Muhl, vice-president in charge of production for Universal and president Milton R. Rackmil of Universal.



harles Simonelli, assistant to the president Universal and guest.



Tony Randall and wife.



Howard Fast, author of the novel "Spartacus" and Mrs. Fast.



ir. and Mrs. William Randolph Hearst, Jr. were among the preview ests. Part of "Spartacus" was shot at San Simeon, famous Hearst tate in California.



Arlene Francis arrives with Lauren Bacall and Christopher Plummer.

(Advt.)

Who's Where

Richard Brill, former CBS Network producer and independent packager, has been signed as producer and general programming executive of Selmur Productions, it was announced by **Selig J. Seligman,** president of the newly formed American Broadcasting - Paramount Theatres subsidiary. Brill will report directly to Peter G. Robinson, Selmur director of programs, joining a nucleus of key creative personnel to plan, develop, and produce taped and film shows for Selmur.

□

Joe Cramer has been named director of business affairs for Paramount Television Productions, Inc. in Hollywood, it was announced by **Jim Schulke,** vice-president in charge. Cramer has been in charge of client relations for Paramount Pictures tv division.

□

Richard A. Borel, director of television for WBNS-TV, Columbus, Ohio, has been elected chairman of the board of the CBS Television Affiliates Association, it was announced by **William Quarton,** WMT, Cedar Rapids, Ia., outgoing chairman. At the same time it was announced that **Tom Chauncey,** president of KOOL-TV, Phoenix, Ariz., has succeeded Borel as secretary of the association. Both terms are for one year.

NTA Telestudios Has Record Six-Mo. Period

NTA Telestudios has enjoyed its most successful six-month period since its inception, George K. Gould, company president, said yesterday. "Our billings have increased more than 59 per cent over the previous six-month period," he pointed out. The studios have been producing a record number of taped commercials for the new fall season.

Acceptance of the fine quality and performance of tape as well as the increase in the number of stations now equipped to handle taped commercials and programming were the two most important reasons in the upsurge in NTA Telestudios billings, Gould said. Other factors responsible are the great flexibility of tape and the ready acceptance by advertising agencies and advertisers of the video taped commercials, he added.

Among the agencies using NTA Telestudios facilities are N. W. Ayer, Ted Bates, BBD&O, Benton & Bowles, Leo Burnett, Clinton E. Frank, Maxon, Norman, Craig & Kummel, Ogilvy, Benson & Mather, Sakel-Jackson, J. Walter Thompson, Carlo Vinti and Young & Rubicam.

Commercials were taped for such advertisers as Armstrong, Carter Products, DuPont, Gallo Wines, General Electric, General Cigar, Heinz, Richard Hudnut, Kellogg's, Lambert Pharmaceutical, Lestoil, Lever Brothers, Miles Laboratories, Proctor & Gamble, Reynolds Metals, Ruppert, Speidel.

TV Code Stand on Alcohol Use Clarified

From THE DAILY Bureau

WASHINGTON, Oct. 6. — The Television Code Review Board of the National Association of Broadcasters has amplified its ban on the advertising of hard liquor to make it crystal clear that the provision also applies to products or services which in their presentation induce the use of hard liquor.

The board announced the issuance of a Code interpretation which was approved at the board's meeting here Tuesday. This clarifies intent of present Code language which reads:

"The advertising of hard liquor should not be accepted."

The interpretation approved yesterday says:

"This restraint applies also to the advertising of products and/or services in themselves not hard liquors, but which in their presentation induce the use of hard liquor."

E. K. Hartenbower, chairman of the Television Code Review Board, commended Station WPIX (Channel 11), New York, for rejecting a commercial showing the actual mixing of a whisky sour from a prepared cocktail mix and liquor, and similar drinks.

Hartenbower said the management of WPIX showed "a highly commendable sense of responsibility to broadcasting and a keen awareness of the traditional patterns of good broadcasting in rejecting the cocktail mix commercials offered by a leading advertising agency. This is another example of how Code subscribers such as WPIX, working through the Code Review Board procedures, can help the industry solve its own problems and thus head off restrictive government regulation which always threatens any licensed industry."

Fire Destroys Drive-In

LEBANON, Ore., Oct. 6.—Fire of undetermined origin destroyed the Nu-Drive-In Theatre here, with losses upwards of $200,000 in equipment and contents.

REVIEW:

The Entertainer

Bryanston—Continental

SIR LAURENCE OLIVIER's past triumphs range from the nefarious Richard III of Shakespeare to Rattigan's comic prince of "The Prince and the Showgirl," but it is doubtful that he has ever played a part with the many facets contained in the role of Archie Rice, "The Entertainer." Archie is an untalented music-hall performer who, in trying to follow his father's brilliant career, refuses to face the fact that he doesn't have what it takes. His bad jokes amuse only himself, his off-key singing is pathetic, and his dancing shows a deplorable lack of style. Yet, through the years, he has continued to cling to the dream of being a success in show business.

The ill effects of this make-believe life are obvious on Archie, who just doesn't accept reality any more. But the results on his family are even sadder.

Brenda De Banzie gives a memorable performance as Archie's wife, who knows of his off-stage love affairs and tries to forget by going to the movies and by drinking gin. Her life is further complicated by the fact that her son Mick has been captured in the Suez strife. Archie's embittered father is played by Roger Livesey, and it is he who ruins the entertainer's last chance to put on a new show and then ultimately dies trying to make up to his son for it.

Joan Plowright makes her screen debut as the daughter, Jean, the part she did also in London and New York. She is the central character in the film, for it is she who tells the story. She returns home because she is seeking the answer to the problem she faces of giving up her work and marrying a man who is headed for business in Africa. Instead of finding an answer to her problem, she becomes involved with the family's troubles.

The film has a depressing mood throughout, which is maintained by the fact that nothing is resolved at its end. John Osborne, who wrote the original play, worked with Nigel Kneale on the screenplay. Osborne seems to have been more interested in making a point, supposedly that the world is no good, than in actually telling a story.

The cast is composed of capable actors and under Tony Richardson's direction they are excellent, even if their material is not. The Bryanston production will depend solely on the reputation of Olivier, and perhaps the news-making Miss Plowright, to attract an audience. This is a formidable calling card, but parents will have to find a baby sitter for the kids. A concentrated campaign for the Continental Distributing release is indicated.

Running time, 97 minutes. Release date, October.

W. H. WERNETH

PEOPLE

Lou Levitch, who recently resigned as managing director of the Granada Theatre in Buffalo to reopen the old Shea's North Park community theatre, on Oct. 15, has named his son-in-law, Alvin Cipperman, as his house manager. Levitch was with the Schine circuit for 30 years as manager, zone manager, group executive and managing director—his final position at the Granada.

□

Dore Schary, writer-producer of "Sunrise at Campobello" for Warner Bros., will address the Arts Council of Philadelphia on Saturday, Oct. 23.

James A. Rhodes, Ohio state auditor, will be the speaker at the opening luncheon Wednesday of the silver anniversary convention of the Independent Theatre Owners of Ohio in Columbus.

□

Joel McCrea has narrated a special prologue introduction to "The Crowning Experience," Moral Re-Armament film opening Oct. 22 at the Warner Theatre here.

□

Playwright **Tennessee Williams** has been elected to ASCAP membership, it is announced by **Stanley Adams,** president.

□

Doris Day and her husband, **Martin Melcher,** co-producer of "Midnight Lace," were guests at a luncheon here yesterday given by Universal Pictures at the Hotel Park Plaza Representatives of the trade press, national magazines, and New York papers attended.

□

Joseph E. Levine, president of Embassy Pictures, has been awarded a Commendatore medal by **President Gronchi** of Italy, it was announced yesterday in Rome. The award was made to Levine in recognition of his efforts on behalf of Italo-American motion picture relations. The medal will be presented by President Gronchi when Levine visits Rome next week.

'Space Age' Premiere For 'Stars' Is Held

Special to THE DAILY

HUNTSVILLE, Ala., Oct. 6.—Charles H. Schneer's "I Aim at the Stars" had its "space age" premiere tonight at the Tony Theatre here, with an array of stars and dignitaries and the most impressive press, radio and television coverage ever seen in this area for a motion picture.

The Columbia release, which follows the Huntsville opening with playdates all over the South, was covered by representatives from NBC-Monitor, Mutual, UPI, Fox Movietone News and many local and regional newsmen. In attendance were pressmen from nine nations, the Vatican and many key cities in the U.S.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 70 NEW YORK, U.S.A., MONDAY, OCTOBER 10, 1960 TEN CENTS

EDITORIAL

Second Chance

By Sherwin Kane

AN interesting and perhaps significant experiment is underway in the Ogden Theatre, a Fox Inter-mountain house, in Denver.

As a story in the adjoining news columns of today's Motion Picture Daily relates, the picture was first shown in Denver in August as the bottom half of a double bill, and its box office fate there was equally obscure.

The Denver advertising used for the engagement of this story of a group of nuns who try to help Jewish children escape from a Nazi concentration camp in World War II, featured lines like the following: "Suddenly the whole world knew her secret! Torture, killing and vicious passions—and incredible courage—gripping at your emotions like no other motion picture!"

•

The Denver Catholic Register, following the brief run of the picture, published an article criticizing the manner in which the film had been presented and advertised, while praising the film warmly and asserting that it had been denied the wide public support it deserved.

Robert Selig, head of Intermountain Theatres, promptly accepted his company's share of responsibility and announced that "Conspiracy of Hearts" would be given a return engagement at the same theatre Oct. 9, 10, 11.

In so doing, Selig not only won over his circuit's critics but put the responsibility for the picture's support up to them.

•

The advertising employed for "Conspiracy of Hearts" on its initial engagement at the Ogden was unwise. Addressed to the sensation-seeking audience elements, if it succeeded in ringing them in to the theatre (which obviously it did not) they were bound to be disappointed. And the element that might have supported the picture and found enjoyment in it,

(*Continued on page 2*)

Exhibitor Gives Film 'Second Chance' As Paper Pledges Special Support

Paramount's "Conspiracy of Hearts," which the Catholic-based press in Denver, Col., believes is "one of the finest films ever produced," is getting a unique "second chance" in that area, it was disclosed at the weekend by Robert W. Selig, president of Fox Inter-Mountain Theatres of Denver, a division of National Theatres and Television.

The film, which played earlier this month as the lower half of a double bill with "It Started in Naples" in down-town Denver, yesterday started a special return engagement at the Ogden Theatre in Denver at the specific request of the nationally-cir-

(*Continued on page 6*)

Hits Academy Changes As 'Step Backward'

Changes in the Academy Awards rules affecting documentary films were called a "step backward" at the weekend by Richard Brandt, member of the governing committee of Independent Film Importers and Distributors of America.

The Academy ruled late last week that showings of documentary films no longer will be limited to the U.S. to be eligible for a documentary award but can have their first showing in any country during the Awards year before the audience for which they were designed.

Brandt recalled that IFIDA pleas for Academy alterations concerning nomination of more than one film from a foreign country had gone un-

(*Continued on page 6*)

NT&T Plans Extensive Remodeling Program

From THE DAILY Bureau

HOLLYWOOD, Oct. 9. — Continuing plans for an extensive modernization program of its key theatres throughout the country are being drawn up by National Theatres & Television, Inc.

M. Spencer Leve, vice-president of

(*Continued on page 6*)

AB-PT Responds to Appeal of Hospital Group; Pledges Audience Collection in All Theatres

Edward L. Hyman, vice-president, American Broadcasting-Paramount Theatres, in responding to an appeal of the Will Rogers executive committee for the O'Donnell Memorial Year campaign now in progress, has pledged the audience collection participation of all AB-PT theatres under his direction.

The announcement was made by A. Montague, president of Will Rogers Hospital, who further pointed out that "This year, being O'Donnell Memorial Year in our industry, a challenge is presented to all exhibitors to take active lead in steering the audience collection and Christmas salute campaigns to greater heights than have ever been achieved. For this is in honor and to the eternal memory of one of America's great showmen and one of our hospital's greatest champions, Bob O'Donnell.

"Exhibitors throughout the country," said Montague, "are adding their might along with AB-PT in our industry's project of building the new enlarged O'Donnell Memorial Research Laboratories on the hospital grounds at Saranac Lake.

Plans for expanding the laboratory include broadening the type of work undertaken, and embrace exploratory as well as clinical research in all the pulmonary cardio-vascular diseases. Additional space is also being provided for taking care of more patients.

Seek Clarification

Theatres Ask Full Probe by FCC of Pay-TV

Cohn Brief Urges Analysis Of Hartford Programming

From THE DAILY Bureau

WASHINGTON, Oct. 9. — Exhibitors want to be sure that programming for the Hartford Phonevision KTV proposal is going to be fully aired at the Federal Communications Commissions hearing late this month. The Connecticut motion picture theatres have asked for a clarification or alternatively for a modification of the issues to be presented.

Marcus Cohn today filed a petition on behalf of the Connecticut committee against KTV, Stanley Warner Management Co., Loew's, Inc.,

(*Continued on page 3*)

Exhibitors Concerned By Toll-TV in Britain

From THE DAILY Bureau

LONDON, Oct. 6. (By Air Mail)— A growing concern at the prospect of toll-tv in Britain was expressed by the Yorkshire branch of the Cinematograph Exhibitors Association on hearing a first-hand report on the progress of the Toronto Telemeter experiment.

Returning here after a 12-week

(*Continued on page 3*)

Bronston's 'El Cid' For Release by A.A.

By SIDNEY RECHETNIK

Radical changes in the creative side of the motion picture industry necessitate comparable changes in the distribution pattern, according to Steve

(*Continued on page 3*)

Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

Complete facilities for every film need in black and white or color

PERSONAL MENTION

STANLEY KRAMER is in Washington, D. C., today in behalf of regional openings of his "Inherit the Wind."

•

EDWARD J. FISHER, personal representative for George Sidney, producer-director of "Pepe," is in Boston today on the first leg of a nationwide tour in behalf of the film.

•

ROBERT C. BENETT, creative director M-G-M—TV Industrial Division, is in Chicago from Hollywood.

•

JOHN MICHELSON, special home office field representative for Allied Artists, was in Atlanta from New York.

•

J. E. HOBBS, branch manager for Allied Artists in Atlanta, and MRS. HOBBS have returned there from a vacation spent in Oklahoma City.

Sloane on Leave from U.A. Due to Illness

Burt Sloane, publicity manager of United Artists, has requested and received an indefinite leave of absence because of illness, it was announced by Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation.

Sloane was appointed to his present post in July, 1959. He has been with United Artists since 1953, when he joined the company as trade press contact. He was subsequently named assistant publicity manager, serving in that capacity from 1958 to 1959.

Hunter Due Here

Ross Hunter, producer with Martin Melcher of "Midnight Lace" for Universal-International, arrived in New York from Hoollywood over the weekend for several days of advance promotional activity in connection with the picture.



Millar, Turman Form New Production Firm

From THE DAILY Bureau

HOLLYWOOD, Oct. 9. — Stuart Millar and Lawrence Turman have announced the formation of a new production firm to be caller Millar-Turman Productions. Turman has resigned his position with the Kurt Frings Agency to join producer Millar in the new venture.

The new production team will begin its activities with "The Young Doctors," to be shot in early 1961 in New York for United Artists release. They have also consummated a deal with United Artists to film "Cast the First Stone." Third project is "Unarmed in Paradise," to be filmed next summer in Paris for Allied Artists.

Strickling on 4-Week MGM European Tour

Howard Strickling, M-G-M director of advertising and publicity, begins a four-week European trip today to visit the company's executive, publicity, and production offices in London, Munich, Frankfort, Rome and Paris. He will be meeting with M-G-M executives in the European cities to review publicity and advertising campaigns. This will be his first European swing since becoming the ad-pub topper.

Among the campaigns that will be reviewed will the plans for the release of "Butterfield 8," "Cimarron," and "King of Kings." While in Munich on the 14th, he will attend the premiere of "Ben-Hur," joining M-G-M International president, Morton A. Spring, and the film's director, William Wyler.

'Confederates' Budget Set at $1,850,000

From THE DAILY Bureau

HOLLYWOOD, Oct. 9.—A budget of $1,850,000 for "Two Little Confederates," first picture for the new Merian C. Cooper-John Farrow company, was approved by Martin Goodman, New York attorney in charge of distribution arrangements, prior to his return east following three days with Cooper and Farrow here.

Goodman also okayed a $4,0000,000 budget for "Chennault of China," the second G-F production, estimated on Farrow's 60-page treatment. Both pictures will be roadshown.

Equip for Todd-AO

HARTFORD, Oct. 9. — Stanley Warner is equipping a second New England situation—the first-run Warner Theatre, Worcester, Mass. — for Todd-AO and wide-screen attractions. The Strand here began similar policy several years ago.

The Warner will open with M-G-M's "Ben-Hur" on Oct 14.

EDITORIAL

(*Continued from page* 1)

wouldn't respond to the advertising approach employed.

We will assume that entirely new advertising is being used for the return engagement now in progress. The response will be of interest to the trade.

It has a bearing on the oft-heard contention that the public today wants only racy sensationalism and refuses to support a wholesome picture when one is offered.

Harrell Named 20th-Fox Chicago Branch Manager

Henry Harrell has been named branch manager of the 20th Century-Fox Chicago office effective immediately by C. Glenn Norris, general sales manager.

Harrell, who replaces Bob Conn, was sales manager in the exchange. Conn was recently appointed to membership in the "sales cabinet," the extension of the general sales manager's office in the field.

The new branch manager has been with the company since 1946 when he was employed by the New Orleans branch as an apprentice booker. A year after that, he was promoted to booker and exactly 12 months later was made office manager and city salesman. He was transferred to the Atlanta exchange and, on the opening of the 20th-Fox Houston branch office, was named manager there. When that office was closed, he was assigned to Chicago as sales manager.

Mentalist to Tour for 'Village of the Damned'

The "surprise" showmanship package that MGM promised exhibitors for the 200 theatre premiere of "Village of the Damned" is that "The Amazing Dunninger," the famed mentalist, will tour the Cincinnati, Indianapolis and Cleveland exchange territories on behalf of the picture.

Dunninger, known to millions through his many national television and radio appearances, will be seen and heard on tv and radio shows, in theatres, and before civic groups as he talks about the "Village of the Damned" and does his famous mind reading act. The tour was inspired by the fact that "Village of the Damned" deals with a "master race" of children who are able to read minds as they impose their will on adults.

Dunninger's tour, which starts in Cincinnati next Thursday, will cover Indianapolis, Dayton, Columbus, Springfield, Evansville, Louisville, Huntington and Charleston over a two-week period.

Praught Named Head Of Detroit V.C. Tent

Special to THE DAILY

DETROIT, Oct. 9. — Woodrow R. Praught was elected chief barker of Variety Club of Detroit, Tent No. 5. Alden Smith is first assistant chief barker, Robert McNabb, second assistant barker, Norman Ladouceur dough guy, and Arthur Herzog, Jr., property master.

Elected to the Crew to complete the board of directors were William M. Clark, Richard Graff, Louis Mitchell, Fred Sweet and Milton Zimmerman. Ross Mulholland was designated as alternate.

Award by acclaim was given retiring Chief Barker William M. Wetsman. During his unprecedented three-term reign, in addition to customary philanthropic work, The Variety Club Growth and Development Centre, Inc., was established. The new Variety fund has already earmarked $10,000 to begin work at the Children's Hospital of Michigan and it is expected if projects in the planning stages eventuate that another $25,000 will be raised for the charitable projects before the New Year.

Praught was formerly chief barker of the Variety Club of Des Moines, Tent No. 15, and McNabb Chief of Tent No. 3, Cincinnati. Herzog was appointed chairman of 1961 Detroit Variety Week and re-elected press guy.

Cinesound, Australia, Film Shown at Garden

"Shadow of the Boomerang," feature length film with Billy Graham, the evangelist, which was made in Sydney, Australia, by Cinesound Prods. Pty., Ltd., had its first American showing at Madison Square Garden here last night.

Cinesound, an affiliate of Norman Rydge's Greater Union Theatres of Australia, is expanding into the television film production field, according to Harold Auten, American representative of the company, and may produce part of the Winston Churchill life story series for tv exposure.

Big Trailer Program Slated for Col. 'Pepe'

An ambitious trailer program has been undertaken with "Pepe," the G.S.-Posa Films production for Columbia release, it has been announced by Jonas Rosenfield, Jr., Columbia's executive in charge of advertising, publicity and exploitation. The trailers are in four languages and feature 10 of the 35 top Hollywood stars who appear as themselves in the motion picture.

All trailers will be offered by Columbia free of charge, except for the regular theatre trailer.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St, Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Third British Co. Enters Pay-TV

By WILLIAM PAY

LONDON, Oct. 9. — Pressure mounted here at the weekend for a favorable decision on whether Britain should have pay-television from the Government committee named for that purpose as announcement was made of the formation of a new company which will seek a toll-tv license.

Name of the new firm is British Home Entertainment, Ltd., capitalized at a quarter of a million pounds ($700,000). It will make application for a pay-tv license if and when the government committee decides a nationwide third channel will be permitted for a toll system.

Both Telemeter and the Rank Organisation have announced tentative plans for pay television networks.

Forming the new company are three film producers, Lord John Brabourne, Daniel Angel, and Anthony Havelock Allan. They are on the board along with influential representatives of the financial, publishing, music, and theatrical circles. Lord Slim will be chairman.

At a press conference Friday, Lord Slim and "there is a strong feeling growing among the public that any third channel should be granted to a body entirely independent of the BBC, ITA and other groups." He said his new independent company was formed to fill this need and will submit to the government committee investigating broadcasting the full reasons why it feels so.

Can 'Choose Best'

Lord Slim said his company is not connected with any pay-tv system now and is in a position to choose the best available. He hopes they will be "British and preferably a system transmitted over the air."

"Huge profits in line with those being earned by commercial tv contractors are not our aim," Lord Slim said. "Rather, we hope to improve the standard of tv entertainment and at the same time capture the lost cinema audience."

He also said he hopes exhibitors will be far-sighted in taking advantage of the developments in toll-tv and "not stick their heads in the sand opposing its introduction as in America."

150 Openings of '8' Set for November

Metro-Goldwwyn-Mayer has set a series of staggered openings for "Butterfield 8" between Nov. 2 and 24. which will bring the total number of Thanksgiving playdates to more than 150, it was announced by Robert Mochrie, general sales manager.

Approximately 15 will open early between the 2nd and the 10th of November with the rest of these key dates spaced out between then and the holiday.

Asks FCC Probe Programs

(*Continued from page* 1)

Connecticut Theatres, Manchester Drive-in Theatre Corp., and Outdoor Theatres Corp.

The theatres want FCC to make it clear that it "(1) Will consider the nature of the program to be presented by the applicant;

"(2) Will consider and determine the effect of the applicants subscription television operations upon the programs now available in the Hartford area;

"(3) Will consider the selection and procurement practices and policies to be followed by the applicant in formulating its program content; and

"(4) Will determine whether its proposed program will serve the public interest, convenience, and necessity."

The theatres argue that the commission must determine and consider programming in order to find out if public interest, convenience, and necessity are served. They note that content was "extensively argued" in earlier proceedings that led up to the present one. In its third report FCC has made it clear, say the theatres, that applicants for pay tv must supply full information and it "implied, although it did not state explicity, that applicants would have the burden of proving that their programming would serve the public interest."

Moreover, the petition continues, Hartford Phonevision "has apparently recognized" its obligation. But "in the 300 pages which make up that exhibit only the most general type of information is submitted with respect to the programs which will be presented, the criteria for selection thereof, and the arrangements for procurement of the programs." In addition, Hartford gives no information as to whether the conduct of the trial subscription television operation would deprive viewers of other television program services. The purpose of the petition is to make sure that there will be a "full inquiry" of programming. Even though it is possibly included within the present issues, "nevertheless, if for any reason it be determined that the present issues do not encompass all such inquiries," then the theatres request that the issues be enlarged to include all aspects of programming.

Concerned

(*Continued from page* 1)

tour of America and Canada, exhibitor Louis Mannix stated American exhibitors thought Telemeter did not affect the box-office adversely but their activities suggested there was considerable skepticism. Canadian exhibitors buried their heads in the sand believing the experiment would fail, he said.

"There have been revolutionary changes in the business in the past," he continued, "but in every case they needed the co-operation of the exhibitor to sell them to the paying public. This time the exhibitor is cut out—apart from those who have the power or the good luck to get in on a franchise basis. But, obviously, they will be few."

'Deep Foreboding'

Explaining the operation of the Etobicoke experiment where there is a potential of 40,000 installations of which rather more than 5,000 had been completed, Mannix said: "As a man with a technical twist of mind I was naturally intrigued and fascinated by everything I saw, but as an exhibitor I was filled with a deep foreboding for the future of the cinema business as we know it."

'Dream Come True'

"Surely," he added, "this must be a dream come true for the film producer to be able to reach the cash customer direct and to get an immediate return on their investment in pictures, cutting out the in-between exhibitor altogether."

"Possibly the apathetic attitude of exhibitors in Canada was encouraged by the enormous distances which separated them from their fellows. They clung to the hope that people will not pay to see films (on toll-tv) when they could see them on free-tv anyway. But will they?" asked Mannix.

Much Competition

"Those people whom I asked about this all expressed willingness to pay for up-to-date movies. Interest in films is not dead: it only appears to be. Why don't they go OUT to the cinema? Parking problems and the expense thereof. The difficulty of finding baby-sitters. TV fills the gap, of course, but it is not the only reason why the cinema-going habit has been broken. There are countless distractions such as the growing habit of alfesco barbeques in the back garden, the cottage by the lake to which one rushes from Friday afternoon until Monday morning, the bowling-alley, the ice-rink, the floodlit ball games, the evening race-tracks, stock car racing, and now go-karts. The Canadian's life is very full—of fun!"

One Atlantis Combo Ready; Second Due

Atlantis Films, Inc., has announced the release of a new combo, "Prisoners of the Congo," in Eastman color, and "The Amazing Mr. Callaghan," according to Harold L. Spero, general sales manager of the company. Atlantis will handle the U.S. distribution on the combo, while Laurent Film Corp. will be responsible for all foreign distribution and sales on same.

Being readied for release soon is another Atlantis combo, "Anna's Sin," a drama with an inter-racial theme, and "Three Brides for Three Beaux," a comedy with a foreign locale.

Bronston

(*Continued from page* 1)

Broidy, president of Allied Artists.

"Independent production requires independent distribution," said the AA head in announcing jointly with Samuel Bronston, president of Samuel Bronston Productions, that Allied Artists has formally concluded a deal to release "El Cid," starring Charlton Heston, in the western hemisphere in cooperation with the Bronston Distribution Co. Announcement was made at a press luncheon at "21" Club here Friday.

Most Expensive

" 'El Cid' will be the most expensive and biggest grossing film ever to be handled by Allied Artists," declared Broidy. He thanked M-G-M, which will release Bronston's nearly completed "King of Kings," for its cooperation in "not making it impossible for Allied Artists to get 'El Cid'."

The picture will be released on a hard-ticket basis in October, 1961, Broidy said.

The production, which is based on an original Spanish poem, will go before the cameras in Spain in late October and is budgeted at from $5,500,000 to $6,000,000. It will be filmed in Super Technirama 70 and Technicolor. Anthony Mann will direct from a screenplay by Philip Yordan.

Will Do 'Real Job'

"We are set to do a real job on this picture," the Allied Artists president said, "and hope that we will set new standards in the industry. This is not intended as any reflection on any other company or picture. We at Allied Artists are endowed with a plethora of resources in ideas, ideas encompassed in showmanship. Mr. Bronston's recognition of our ability is most gratifying to us."

During a question and answer period, Bronston said the picture will be financed 100 per cent by his production company, with money to be supplied by his "usual bankers." Formal deals have been concluded for the financing of the picture in four of the six countries participating in the financing arrangements for the production, he said.

Prefers Filming Abroad

Bronston said he prefers filming abroad because it assures the film of an international market. It gives it the "stamp of foreign nationality," and is thus more readily sold abroad.

In discussing the multiple-country participation in "El Cid," Broidy said that each area will have its own representative on hand during the film's shooting. In this way there is a custom-tailored approach to the selling of the film, aimed at getting maximum returns in each distribution area over the world.

"At least," said Broidy, "that is the theory. While it still remains to be proven whether or not this is the right way to handle it, we feel we are one thousand per cent right with 'El Cid'."

PRE-SOLD...WORLD-WIDE

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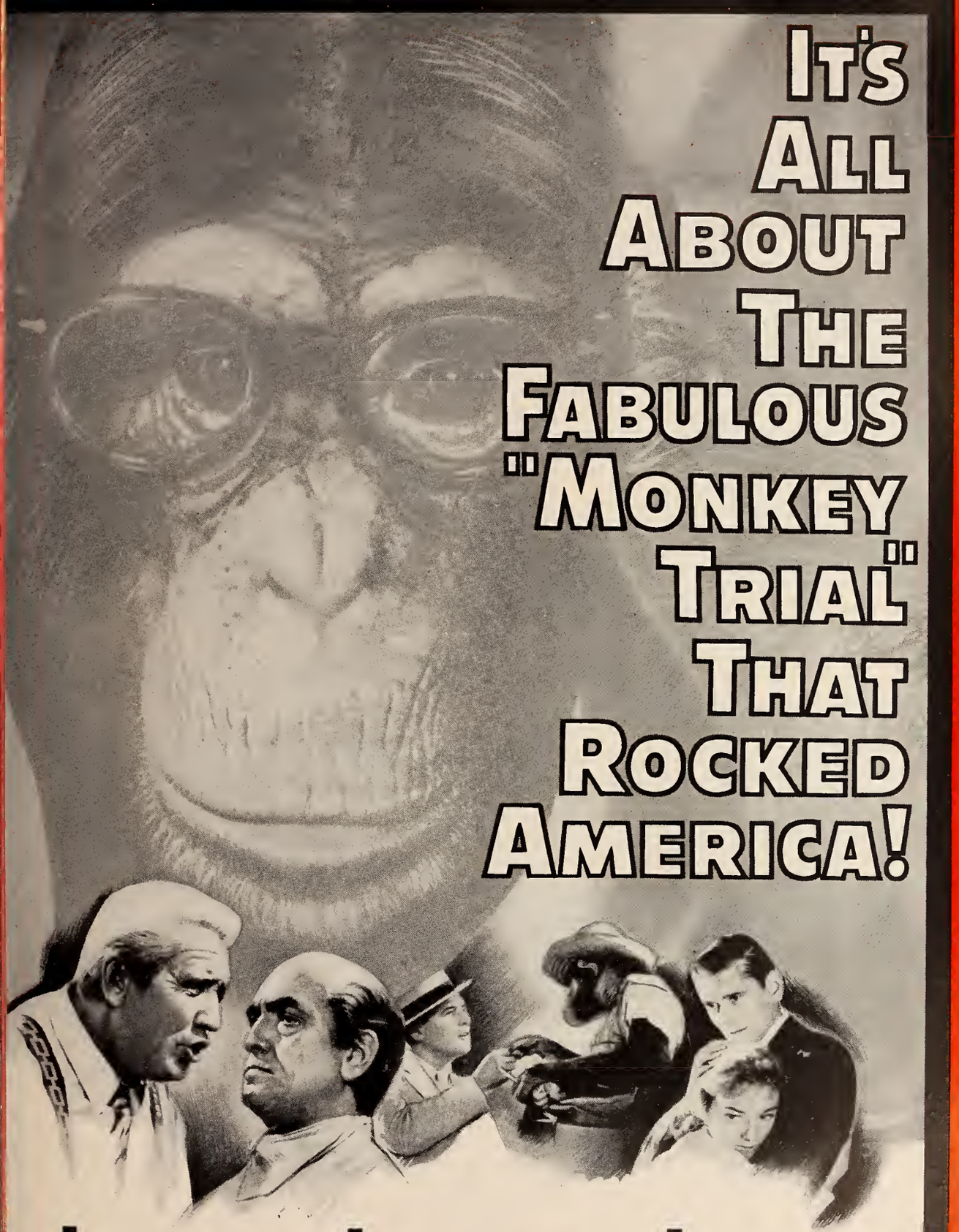
The critics saw it and raved...the saturation screenings in 77 cities produced unanimous acclaim from exhibitors and movie-goers alike...first American showing in Dayton, Tenn., received extraordinary nation-wide coverage... Berlin honored it with an unprecedented two prizes at the Film Festival...The World Premiere in London won sensational critical and audience response.

SEVENTEEN – Picture of the Month
PARENTS' – Special Merit Award
REDBOOK – Picture of the Month
McCALL'S – Picture of the Month

LIFE, LOOK, NEWSWEEK, CORONET, N.Y. TIMES SUNDAY MAGAZINE HONORED IT WITH IMPORTANT AND IMPRESSIVE COVERAGE.

"Explodes with dramatic fireworks and popular appeal. Should strike up a powerful record for itself at the boxoffice."—FILM DAILY "Outstanding screen achievement! Looms as big boxoffice attraction! Rousing and fascinating motion picture!" —VARIETY "Overflowing with prestige and with potential profits! Superb performances by Spencer Tracy and Fredric March!"—BOXOFFICE "Strong b. o! Explosive movie entertainment! Will appeal to and have meaning for every type of moviegoer."—FILM BULLETIN "The controversial nature of this film's premise, added to its high entertainment quotient, should make it one of the top grossers of the year! A masterpiece!"—M. P. DAILY

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DICK YORK / DONNA ANDERSON with HARRY MORGAN CLAUDE AKINS and FLORENCE ELDRIDGE

play by NATHAN E. DOUGLAS and HAROLD JACOB SMITH · Based upon the play by JEROME LAWRENCE and ROBERT E. LEE

Produced and Directed by STANLEY KRAMER

NEW YORK

October 12

Astor and

Trans-Lux

85th St.

Theatres

THRU

UA

Second Chance

(*Continued from page* 1)

culated *Denver Catholic Register*. The engagement has been heavily publicized by the *Register*, and the results will be watched with interest by the industry.

Selig, who conducted the opening showmanship session at the annual convention of the Theatre Owners of America in Los Angeles in mid-September, said he returned to his Denver office "to be confronted with the same type of problem we had been discussing at the convention."

He said the influential *Register* had protested that "Conspiracy" had literally been "sluffed" in Denver, playing as the minor part of a double-feature program, and had been advertised in a manner which it said gave the public a misconception of the picture, presenting it as a shock drama rather than a story of the work of nuns in rescuing Jewish orphans from Italian prisons during World War II.

Selig said that he immediately contacted the *Catholic Register* and acknowledged to the paper that his circuit had made an error in judgment in its backing and advertising of the film. From the discussions came the suggestion that the picture be rebooked as a top feature. This idea was accepted by Fox Inter-Mountain, with the Ogden Theatre engagement resulting.

Selig declared that the incident "demonstrated the point made again and again at the TOA convention discussions on the subject: we must maintain active and continuing contacts with all media at all times. We must not permit criticism and challenge—whether we're guilty or not—to go unattended.

"The re-play of 'Conspiracy of Hearts' and whatever boxoffice results it brings is secondary to the issue," Selig added. "Important is this example of meeting head-on our problems and trying to turn them into opportunities."

In a first page editorial, the *Register* declared "Clean Movie's Return Will Be A Public Test," praised Selig and his organization for admitting the film was not properly presented the first time, and urging public support of the return engagement.

In an amusement page article in the same edition, the paper ran a three-column story on the return engagement, a plot synopsis, a two-column scene still, and concluded:

"Here is an instance where Denver theatre officials are exerting efforts to answer the public's call for decent and entertaining movies. Will Catholics respond? This will be the test."

ABC Vending Dividend

ABC Vending Corp. has declared a regular quarterly dividend of 25 cents on the common stock, payable on Nov. 25, to stockholders of record Nov. 10, plus a two per cent stock dividend payable Jan. 20, 1961, to stockholders of record Jan. 6, 1961.

'Sellout' Predicted for Concession Trade Show

Special to THE DAILY

CHICAGO, Oct. 9. — A recent spurt of interest in display space at the 1960 National Concessions Industry's trade show insures a complete "sell-out," according to Russell Fifer, NAC executive director and trade show administrator. National Association of Concessionaires and Allied States Association will hold a joint convention at the Conrad Hilton Hotel here, Nov. 6-9, in conjunction with the National Concessions Industry's trade show.

In setting the exhibit hours for the trade show, one evening session has been included in order that the opening "house of friendship" cocktail party can be held in the exhibit hall from 6 to 8 P.M. on Monday, Nov. 7.

The trade show with exhibits of many new products and services will officially open on Sunday, Nov. 6, from 2 to 6 P.M. On Monday, Nov. 7, the exhibits will open at 9 A.M. until 12:30 P.M., and again in the evening with the social event. Tuesday, Nov. 8, exhibit hours will be from 9 A.M. until 12 noon at which time trade show exhibitors will be guests at a luncheon and program. The final exhibit hall hours will be Wednesday, Nov. 9, from 2 to 6 P.M.

S.W. Theatre Books 'Grass' in Hollywood

From THE DAILY Bureau

HOLLYWOOD, Oct. 6.—Inaugurating a new policy for the exclusive showing of top product, the Stanley Warner Wiltern Theatre has booked "The Grass Is Greener," romantic comedy starring Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons, as its initial attraction, opening Dec. 23. Announcement of the Christmas-holiday booking was made by Pat R. Notaro, West Coast zone manager for Stanley Warner Theatres, and by Universal, the distributor.

Academy Changes

(*Continued from page* 1)

heeded, and added that the latest move was in line with their "arbitrary inconsistencies of sounding like a smoke filled back room at a political convention."

Italian producers have notified IFIDA representatives of their support of the IFIDA stand, Brandt said. He added that he could find no one who understands them (the Academy's rule board) or can explain their reasons."

"I don't understand what the Academy is trying to do," Brandt continued, "unless they are trying to become completely international. If that is the case they will have to allow voting by members from every picture producing country and I doubt that they would consider that."

Brandt went on to say that it was becoming increasingly difficult to work with foreign producers because they could not understand why their films were not being considered by the Academy for awards.

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Techirama; vv, VistaVision; rs, Regalscope.

► OCTOBER

AA—TIME BOMB: Curt Jurgens, Mylene Demongeot
AA—BLOODY BROOD: Barbara Lord, Jack Bett
AA—SEREGENTI SHALL NOT DIE, c: Documentary
AIP—THE ROUGH AND THE SMOOTH: Nadja Tiller, Tony Britton
AIP—JOURNEY TO THE LOST CITY, c: Debra Paget, Paul Christian
BV—JUNGLE CAT, c: True-Life Adventure
BV—TEN WHO DARED, c: John Beal, Brian Keith
COL—I AIM AT THE STARS: Curt Jurgens, Victoria Shaw
COL—LET NO MAN WRITE MY EPITAPH: Burl Ives, Shelley Winters
COL—I'M ALL RIGHT JACK: Peter Sellers
MGM—KEY WITNESS: Jeffrey Hunter, Pat Crowley
MGM—WHERE THE HOT WIND BLOWS: Gina Lollobrigida, Yves Montand
PAR—THE SAVAGE INNOCENTS, c, te: Anthony Quinn, Yoko Tani
20-FOX—THE BATTLE OF AUSTERLITZ, c, cs: Leslie Caron, Rossano Brazzi
20-FOX—DESIRE IN THE DUST, cs: Raymond Burr, Martha Hyer
20-FOX—SECRETS OF THE PURPLE REEF, c, cs: Peter Falk
UA—THE ALAMO, c, todd-AO: John Wayne, Richard Widmark
WB—SUNRISE AT CAMPOBELLO, c: Ralph Bellamy, Greer Garson
WB—THE DARK AT THE TOP OF THE STAIRS, c: Robert Preston, Dorothy McGuire
WB—GIRL OF THE NIGHT: Anne Francis, John Kerr

► NOVEMBER

AA—HEROES DIE YOUNG: Erika Peters, Robert Getz
AA—THE UNFAITHFULS: Gina Lollobrigida, May Britt
AA—THE PLUNDERERS: Jeff Chandler, John Saxon
AIP—KONGA, c: Michael Gough, Jess Conrad
COL—SURPRISE PACKAGE: Yul Brynner, Mitzi Gaynor
COL—HELL IS A CITY: Stanley Baker, Maxine Audley
COL—JAZZ BOAT, cs: Anthony Newley, Anne Aubrey
MGM—BUTTERFIELD EIGHT, c, cs: Elizabeth Taylor, Laurence Harvey
MGM—GORGO, c: William Travers, William Sylvester
PAR—G.I. BLUES, c: Elvis Presley, Juliet Prowse
20-FOX—CIRCLE OF DECEPTION cs: Bradford Dillman, Suzy Parker
20-FOX—NORTH TO ALASKA, cs, c: John Wayne, Capucine
20-FOX—DOUBLE TROUBLE, cs: Tommy Noonan, Peter Marshall
20-FOX—TESS OF THE STORM COUNTRY, c, cs: Diane Baker, Lee Philips
UA—INHERIT THE WIND: Spencer Tracy, Fredric March (special dates)
UA—THE MAGNIFICENT SEVEN, c: Yul Brynner, Eli Wallach
UNI—MIDNIGHT LACE, c: Doris Day, Rex Harrison
WB—THE SUNDOWNERS, c: Deborah Kerr, Robert Mitchum

► DECEMBER

AA—HEROD THE GREAT, c: Edmund Purdom, Sylvia Lopez
AA—DONDI: David Janssen, Patti Page
AIP—GOLIATH AND THE DRAGON, c: Mark Forest, Brodrick Crawford
BV—SWISS FAMILY ROBINSON, c: Dorothy McGuire, John Mills
COL—THE THREE WORLDS OF GULLIVER, c: Kerwin Mathews, Jo Morrow
COL—THE WACKIEST SHIP IN THE ARMY, c: Jack Lemmon, Ricky Nelson
COL—PLEASE TURN OVER: Ted Ray, Jean Kent
MGM—CIMARRON, c, cs: Glenn Ford, Maria Schell
MGM—MAGIC BOY, c: feature-length cartoon
PAR—THE WORLD OF SUSIE WONG, c: William Holden, Nancy Kwan
PAR—CINDERFELLA, c: Jerry Lewis, Judith Anderson
PAR—A BREATH OF SCANDAL, c: Sophia Loren, Maurice Chevalier
20-FOX—FLAMING STAR, c, cs: Elvis Presley
20-FOX—ESTHER AND THE KING, c, cs: Joan Collins, Richard Egan
20-FOX—THE WIZARD OF BAGDAD, c, cs: Dick Shawn, Diane Baker
UA—EXODUS, c, Panavision 70: Paul Newman, Eva Marie Saint (special dates)
UA—FACTS OF LIFE: Bob Hope, Lucille Ball

NT&T Remodeling

(*Continued from page* 1)

theatre operations, and J. Walter Bantau, construction and purchasing director, are presently active in conducting a survey of the circuit's houses which will be remodeled.

Renovation program will include new floors, seats, spacing of seats to assure greater patron comfort, lenses and installation of 70mm projection equipment in many theatres.

'Hot' Press Kits Out

Elaborate press kits for Joseph Levine's "Where the Hot Wi Blows!" are being distribut throughout the United States a Canada. The special kits are bei sent to M-G-M field exploitati representative, special Embassy Pi tures area coordinators, and major ci cuit and independent exhibitors.

The picture will open in 652 the tres the week of Nov. 6.

YOU'LL ACCOMPLISH THREE GREAT DEEDS



"I Never Met a Man I Didn't Like"
WILL ROGERS

BY DOING **TWO** EASY THINGS



① *Research* ② *Remedy* ③ *Rehabilitation*

THESE ARE THE
TWO *for you*
TO DO...

1 Take up
Audience Collections
Say 'Yes'... Tell us you'll da it. We'll send FREE Shirley MacLaine TRAILER to your theatre.

2 Conduct Employees'
Christmas Salute
Employers endorse it... Employees join it. Your hospital is ever ready to treat FREE any and all in our industry who need this care.

Let's get down to fundamental facts—The people of your industry need your help NOW. This is the time of year when Showmen everywhere and all individual employees in our industry unite and prove the tradition of showbusiness: Never Let a Showman Down.

By doing TWO relatively simple things you can reap THREE GREAT DEEDS that will bring healing and hope to "Our Own" people who are seriously sick with any of fifteen serious diseases of the chest—including lung cancer, chronic heart disease, and tuberculosis.

Now is the time for you to act—Say "Yes" when asked to take up *Audience Collections* and to conduct and contribute to the *Christmas* Salute.

1960
O'DONNELL MEMORIAL YEAR

The Amusement Industry's Own **WILL ROGERS HOSPITAL AND O'DONNELL MEMORIAL RESEARCH LABORATORIES**

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N. Y. *Saranac Lake, N.Y.*

TYPOGRAPHICAL ERROR?



...Or has someone stopped the Showmanship Clock?

Nobody, but Nobody has a greater respect for the seat-selling value of "Scenes from a motion picture" than NATIONAL SCREEN SERVICE!

We *should* have. We *invented* this method of selling motion pictures... and we have used it *effectively* for most of our Forty Years of service to the industry. In fact, we're using *"scenes"* most successfully *today* in more than ninety per cent of the trailers we produce ... BUT ... even though we are the largest producer of *"scene"* trailers in the world ... we'd never deny that *some* trailers might be produced effectively in *another* manner ... utilizing, instead of scenes, such components as *animation, celebrities, special photography, ingenuity, talent* and SHOWMANSHIP!



If you'd like to see a few instances where *ingenuity* has successfully replaced *scenes* ... be sure to see National Screen's effective *change-of-pace* trailers on Columbia Pictures.

They help to *prove* that the limitations of *"ONLY"* have no place in the *SHOWMAN'S* vocabulary. They also prove that when *BETTER* trailers are produced, NATIONAL SCREEN SERVICE will produce them!

That's one of the reason why our seat-selling contributions to the industry's efforts for bigger box-office receipts, are known as

National Screen SHOWMANSHIP!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 71 NEW YORK, U.S.A., TUESDAY, OCTOBER 11, 1960 TEN CENTS

Up Next Week

High Court Lets 3 File In Times Case

MPAA, ACLU, IFIDA Given Amicus Curiae Status

From THE DAILY Bureau

WASHINGTON, Oct. 10. — The Supreme Court today granted leave to the Motion Picture Association, American Civil Liberties Union, and Independent Film Importers and Distributors of America, Inc., to file *amicus curiae* briefs in the Times Films case.

The pre-censorship case involving the film "Don Juan" is due to be argued next week before the high court. MPA, ACLU, and IFIDA had asked to file friend of the court briefs because of their interest in the case.

In addition, IFIDA in its brief noted: "A major issue of peculiar importance to applicant was not dealt

(*Continued on page* 5)

Electrovision Sells 12 Coast Houses to Stein

From THE DAILY Bureau

LOS ANGELES, Oct. 10. — Electrovision Corp. and Fred Stein Enterprises today concluded arrangements for the sale by Electrovision of 12 of its Los Angeles indoor theatres at a price in excess of $2,500,000, Robert L. Lippert, chairman of board announced.

Concurrently, Lippert announced the election of Martin Stone as new president of Electrovision, succeeding Edwin F. Zabel, who rejoins

(*Continued on page* 5)

Brien Named 20th-Fox Ass't. Exploitation Mgr.

Lige Brien has been appointed assistant exploitation manager for 20th Century-Fox, it was announced yesterday by Rodney Bush, exploitation director. Brien, whose appointment is effective immediately, resigned his post of national director of special events at United Artists.

In his new position, Brien will

(*Continued on page* 5)

TOA Sets Alpha Production Advisory Committee; Appraisal of 14 Begun

The committee which will review all proposed pictures of the new Alpha Production and Distribution Co. was announced yesterday by Albert M. Pickus, president of Theatre Owners of America.

At the same time Pickus disclosed that the committee was currently reviewing the script and production program for the first of the 14 pictures which Alpha announced at TOA's recent national convention in Los Angeles.

Selection of the committee and the current appraisal activity on the first picture was hailed by Budd Rogers, president and general sales manager of Alpha, who declared the TOA co-

(*Continued on page* 4)

Deny Stay to Triangle On Post-1949 WB Films

Triangle Stations yesterday was denied its motion to restrain Seven Arts Associated Corp. from licensing the post-1949 Warner Bros. pictures for television exhibition in Triangle markets. The motion was denied by New York Supreme Court Justice Saul Streit.

Triangle, which has its headquarters in Philadelphia, filed suit in September asserting that when it pur-

(*Continued on page* 5)

Smith Named NSS Director in London

The appointment of Edwin J. Smith as managing director of National Screen Service, Ltd. (London) was announced here by Herman Robbins, chairman.

Smith was formerly vice-president and general manager of Allied Art-

(*Continued on page* 4)

Allied's Attendance Committee Is Named

Special to THE DAILY

CHICAGO, Oct. 10.—The national attendance committee for the 1960 Allied States' convention, to be held here at the Conrad Hilton Hotel, Nov. 6 through 9, has been named by Jack Kirsch, president of Allied Theatres of Illinois and general chairman of this year's conclave.

The attendance committee members, charged with the duty of getting

(*Continued on page* 4)

British Censor Views Violence in Films With Greater Concern Than Problem of Sex

From THE DAILY Bureau

LONDON, Oct. 10.—Of the two main censorship problems today one is that Americans are more worried by sex in films than the British but less strict about scenes of violence, John Trevelyan, secretary of the board of film censors, said here today prior to his departure for the U.S. to meet with Geoffrey Shurlock, director of the Production Code Administration.

Purpose of the visit, which he is making at the invitation of member companies of the Motion Picture Ass'n., will be to discuss censorship problems with top executives at the studios and home offices. He hopes to create a better understanding of the British censor approach as well as to study at first hand the American system of assessing both domestic and imported films.

The other main problem, Trevelyan said, is that "no category system is in operation in the U.S. Any child can walk into a film like 'Psycho'."

"At the moment Americans shoot a brutal scene all in one piece," he continued, "and it is not designed for cutting so that we mangle it when we have to chop a piece out of the middle. If they would shoot it in three separate parts, that would enable us to remove objectionable parts without mangling the film."

The Motion Picture Ass'n. will be host at a press conference and cocktail reception for Trevelyan at the Harvard Club here today.

In Britain

Producers Back Stand On 'X' Films

Generally Commend CEA On 'Dangers' Memorandum

By WILLIAM PAY

LONDON, Oct. 8 (By Air Mail)—Producers queried here generally commended Cinematograph Exhibitors Association memorandum calling on them to heed the dangers of making too many "X"-certificated (for adults only) films.

The exhibitor memorandum emphasized that it was not seeking to interfere with the making of "X"-films of merit which rely on mature and adult themes, but called on producers to pay great heed to the following basic points:

(1) Cinema-going was a form of mass entertainment and the industry could only survive if everything possible was done to avoid public criticism which affected attendances.

(2) Cinema patrons wanted the standard of outlook and behaviour in

(*Continued on page* 5)

AMPA Cites Zukor for Service to Industry

When the Associated Motion Picture Advertisers presents its first annual achievement awards at the luncheon Wednesday, Nov. 2, it will have a special award for Adolph Zukor, veteran chairman of the board of Paramount Pictures, it was announced yesterday by Bob Montgomery, AMPA president.



Adolph Zukor

Montgomery said the AMPA board and its special awards committee had voted special recognition for Zukor, as a means of voicing its "affectionate

(*Continued on page* 2)

PERSONAL MENTION

RUSSELL V. DOWNING, president and managing director of Radio City Music Hall, has returned to his desk following a five-week trip abroad, accompanied by MRS. DOWNING.

•

JAMES H. NICHOLSON, president of American International Pictures, has arrived in New York from the Coast. RICHARD GUARDIAN, AIP's Latin American supervisor, has returned here from Brazil.

•

HERBERT L. GOLDEN, United Artists vice-president, has returned to New York from the Coast.

•

MAURICE SILVERSTEIN, vice-president of M-G-M International, returned to New York yesterday from Europe.

•

HENRY H. "HI" MARTIN, Universal Pictures vice-president and general sales manager, has left New York for Indianapolis and Detroit.

•

EUGENE PICKER, president of Loew's Theatres, has become a grandfather with the birth at Doctors Hospital here of a boy, DOUGLAS MARK, to his daughter, MRS. PAUL FIRSTENBERG.

•

WILLIAM REICH, American International Pictures vice-president in charge of foreign distribution, will leave here tomorrow for Rome.

•

CHARLES A. SMAKWITZ, Stanley Warner zone manager, has returned to his Newark, N. J., headquarters from Albany, N. Y.

•

MORRIS GOODMAN, of Morris Goodman Film Enterprises, has returned to New York following a three-and-a-half month business tour of Latin America.

•

EVELYN SEEFF, secretary to HAROLD RAND, Paramount publicity manager, is vacationing in Europe.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
THE DARK AT THE TOP OF THE STAIRS
ROBERT PRESTON • DOROTHY McGUIRE
A WARNER BROS. PICTURE in TECHNICOLOR
ON STAGE "THREE CHEERS" & "KOL NIDREI"

Candidates Told of Campaign Fund Drive

As the newsreel cameras recorded the event, Senator John F. Kennedy praised the efforts of the motion picture industry's nonpartisan campaign for the 1960 elections in Washington at the weekend.

Eric Johnston, president of the Motion Picture Association of America, described the industry-wide campaign to get out the vote and raise funds for both parties. He told Sen. Kennedy, "We started out as a nation because we objected to taxation without representation. This resulted in quite a social event in your part of the country—the Boston Tea Party. Now, I think we should reverse that policy —by self-taxation for our representation in government across the land." Johnston explained that the motion picture industry's support of both political parties was a nonpartisan effort.

The newsreels of this interview and one Johnston held earlier with Vice-President Nixon on the same subject will be released this week.

4 Films Set for Ohio Merchandising Meet

Special to THE DAILY

COLUMBUS, O., Oct. 10. — Projected campaigns on Columbia's "Three Worlds of Gulliver," Paramount's "G.I. Blues," Universal's "Midnight Lace" and 20th Century-Fox's "North to Alaska" will be covered in the merchandising sessions Thursday at the silver anniversary convention of the Independent Theatre Owners of Ohio at the Neil House here. Martin Quigley, Jr., editor of *Motion Picture Herald,* will conduct the morning and afternoon sessions.

Speakers include Robert Ferguson, Columbia national director of advertising, publicity and exploitation; Phil Gerard, Eastern advertising and publicity director of Universal, and Manny Pearson, 20th Century-Fox field representative. The Paramount representative is to be announced.

Cycling Sweethearts Promote Fox's 'North'

Donna Oehm and Gerald Sullivan, two cycling sweethearts, left Times Square yesterday to bicycle 4,776 miles across the country and north to Juneau, Alaska, where Governor William Egan of the 49th state will marry them. Though the couple are avid two-wheel fans and were planning marriage, they did not plan on such an arduous pre-nuptial trip, until they were discovered by 20th Century-Fox.

So now their hobby and mutual marital interests have become a part of the film company's promotion for "North to Alaska," in which star John Wayne takes his bride, Capucine, north to the gold country.

Zukor Cited

(*Continued from page* 1)

tribute for his years of service to the industry."

AMPA has instituted five annual awards to go to the men or women or company judged to have done the best work, or made the outstanding contribution to the industry in the fields of showmanship, advertising, film company, exhibitor, and service or trade association work.

Montgomery said the decision to present a special award to Zukor took into account that he was one of the industry's founders, that he had long made a definite and constructive contribution to the industry, and that as an active showman in his own right, AMPA wished to honor him as one of its own.

Slated for Piccadilly

Montgomery said that as soon as notifications are completed, the names of the five annual award winners will be announced. The luncheon will be held at the Piccadilly Hotel here.

Funeral Services For Al Cohan Held

Members of the motion picture industry attended funeral services here yesterday for Al Cohan, Metro-Goldwyn-Mayer publicist killed in the Boston plane crash last week. Cantor David Putterman officiated at the services, held at the Riverside Memorial Chapel.

Cohan had been with MGM since 1958 and prior to that, had been associated with Universal Pictures for five years. He had also been a promotion manager for the American Broadcasting Company.

Surviving are his mother, Mrs. Hannah Seligman, his father, Adolph Cohan, and a brother, Robert.

'Spartacus' Capacity At 1st 5 Performances

Capacity business for all of the five performances on Friday, Saturday and Sunday followed the benefit world premiere Thursday night of "Spartacus" at the DeMille Theatre here, Universal reported. With the higher weekend prices prevailing, the three day five-performance total was boosted to $19,083.

Long lines forming at the box office on Friday, Saturday and Sunday brought the over-the-window sale of tickets to a total of $22,000.

Col. Preferred Dividend

Columbia Pictures board of directors yesterday declared the regular quarterly dividend of $1.06¼ on the $4.25 cumulative preferred stock payable Nov. 15, to stockholders of record Nov. 1.

Convention to Honor Carolinas' Pioneers

Special to THE DAILY

RALEIGH, N. C., Oct. 10.—About 300 members of Theatre Owners of North and South Carolina are expected to attend the 48th annual convention of the organization at the Sir Walter Hotel here Oct. 23, according to Mrs. Lucille E. Price, executive secretary.

A feature of the convention will be a breakfast in honor of more than 35 persons in the Carolinas who have been in the industry 40 years or longer. George Roscoe, director of theatre relations for Theatre Owners of America, who formerly was Charlotte branch manager for Columbia Pictures, will be the master of ceremonies.

Three Speakers Scheduled

Speakers at the business session later will include Paul Larazus, Jr., Columbia Pictures vice - president; Samuel Rosen, executive vice-president of Stanley Warner Corp., and Mrs. Margaret G. Twyman, director of community relations for the Motion Picture Ass'n. Sam L. Irvin, chairman of the board of the Carolinas organization, will preside.

Albert Pickus, TOA president, and Sumner Redstone, executive vice-president of Northeast Drive-In Theatres of Boston, will be speakers at the luncheon session. W. G. Enloe, Mayor of Raleigh, and member of the association, will preside. The annual organization meeting and election of directors and officers will follow and the convention will close with the annual president's banquet.

RKO Palace To Open 'Esther' on Nov. 18

"Esther and the King," 20th-Fox release, will open at the RKO Palace Theatre here on Nov. 18.

Policy for the film will be continuous run. "Sunrise at Campobello," current at the house, is on a reserved seat basis.

'Hot' Press Parties

BOSTON, Oct. 10.—Embassy Pictures will host two press parties here this week for radio and television disc jockeys and newspaper columnists and entertainment writers to launch the national release of The Ames Brothers' new title song recording of "Where the Hot Wind Blows." The affairs will be held Tuesday and Thursday afternoons.

Holiday Notice

MOTION PICTURE DAILY will not be published tomorrow, Oct. 12, Columbus Day.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher. Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

"I Aim at the Stars" Bows at Space Age Hub







IMMEDIATELY following its sensational American premiere in Washington, Columbia's "I Aim at the Stars" was given a gala "Space Age" premiere in Huntsville, Ala., home of Dr. Wernher von Braun and of the George C. Marshall Space Flight Center. The festivities in the city and at the Tony Theatre were covered by network radio, nationally syndicated writers, newsmen from all over the South and from eight countries overseas. A three week publicity barrage had preceded the premiere, which was keyed to openings of the Charles Schneer production in key cities throughout the South. Seen in the photos are (above right) Dr. von Braun being interviewed by the press of every continent; (above left) Nancy Kovack, screen and television star, on stage at the Tony; (right) Dr. von Braun receives a special award from Major General John A. Barclay, chief of Redstone Arsenal, for his scientific achievements; (left) Walter Wiesman, former aide of von Braun who acted as m.c., interviews General and Mrs. H. N. Toftoy; (lower right) Mrs. von Braun greets Hollywood star Cliff Robertson; (lower left) Dick Kahn, Columbia's exploitation manager; Edward Story, Tony Theatre manager; Paul Hargette, Columbia Atlanta branch manager; and R. E. Hosse, vice president of Crescent Amusement Corp. of Nashville.







(Advt.)

Gov. Leroy Collins New Head of NAB

From THE DAILY Bureau

WASHINGTON, Oct. 10. — Gov. Leroy Collins of Florida has been unanimously elected the 17th president of the National Association of Broadcasters by the 43-member board of directors.

The 51-year-old governor, who succeeds the late Harold E. Fellows, will take over the NAB post after his term as Florida's chief executive expires on Jan. 4. The contract, ratified by the board today, calls for a three-year term. Salary is believed to be about $75,000 plus some expenses.

The election ended a long search, started shortly after Fellow's death, for another nationally prominent leader to take over as NAB president and chief spokesman for the Broadcasting industry. The search was conducted by a special 11-member selection committee headed by C. Howard Lane, executive vice-president and general manager of station KOIN-TV, Portland, Ore.

Policy Group to Serve

NAB's policy committee headed by Clair R. McCollough, president and general manager of the Steinman Stations, Lancaster, Pa., which has given policy guidance to NAB since Fellows' death, will continue to do so until Collins takes over the presidency.

Other members of the policy committee are G. Richard Shafto, executive vice-president, WIS and WIS-TV, Columbia, S. C., and Merrill Lindsay, executive vice-president, WSOY (AM-FM), Decatur, Ill.

Everett E. Revercomb, NAB's secretary-treasurer, will continue to serve as acting NAB administrator until the new president takes over.

Smith Named

(*Continued from page* 1)

ists International Company and Inter-State Division headquartered in London. Earlier he was assistant foreign manager for RKO Radio Pictures, a post that followed his activities as assistant secretary and treasurer and acting foreign treasurer for the same company.

During World War II, Smith served as a major in the U.S. Army Signal Corps, Photographic Division. He graduated from Princeton and attended Harvard Law School.

Burton Robbins, National Screen Service Corp. president, is in London supervising Smith's takeover as managing director.



REVIEW:

Surprise Package

Stanley Donen—Columbia

FROM ITS OPENING scene, which is a take-off on the notorious Appalacian summit conference of the U.S. underworld, to its completely unexpected fade-out, which spoofs the Principality of Monaco, Stanley Donen's delightful "Surprise Package" is a hard hitting satire on many things recent and laughable.

Sometimes subtle, but more often about as coy as a cobra, Harry Kurnitz's screenplay pokes fun at everything from tv commercials to atomic spying. "Surprise Package" is based on a book by Art Buchwald and therein lies the clue: the film is one funny line after another with much being lost simply because the viewer is still enjoying the last barb.

Although no one allows it to interfere with the droll dialogue, the plot concerns itself with Yul Brynner as an exported gangster on a Greek island which also sports exiled king Noel Coward with spice being added by the arrival of lovely Mitzi Gaynor as Brynner's "secretary."

Since inflation has also hit lush living, Coward would like to sell Brynner his $1,000,000 crown, but alas, Brynner's buddies ran off with his loot and sent Miss Gaynor as a consolation. However, the ex-mob leader is determined to have the bejeweled head piece as are a number of characters including ministers from Coward's country and an idealist from the monastery which was the crown's origin. It is not too difficult to imagine who finally ends up with the treasure, but getting there is all the fun.

Donen's supporting cast is filled with off-beat characters and the actors portraying them turn in wonderful bigger-than-life portraits. No one should be singled out for special mention as all are effective.

Even though he is called King Pavel II in the script, Noel Coward is Noel Coward and no sane person would desire anything else. When a man has the wit and suave comic ability that Coward possesses there is no need for him to try something different.

Miss Gaynor adds much beauty to the goings-on, especially in the Sammy Cahn-Jimmy Van Huesen "Surprise Package" number she does with Coward.

It is Brynner, however, who supplies most of the surprises in this farce. Unlike most of his past roles, he plays here an animalistic illiterate of the Neanderthal tradition; his only interest, aside from Miss Gaynor, is making money. Brynner has a way with a line and most of the truly hilarious ones are his.

The picture has bits of pathos and some tension, but it is the comedy which will draw the audience. The one which viewed the film at a "sneak" preview here was unrestrained in its laughter.

Running time, 100 minutes. Release date, October.

WILLIAM WERNETH

Allied Committee

(*Continued from page* 1)

a maximum representation of members from their respective areas to attend the convention, which will be held in conjunction with the National Association of Concessionaires trade show, are:

Gulf States: Abe Berenson, F. G. Prat, Jr.; Indiana: S. J. Gregory, Marc J. Wolf; Illinois: Sam C. Meyers, Arthur Schoenstadt; Iowa-Nebraska-South Dakota: Lester Versteeg, Tim Evans; Maryland: Meyer Leventhal, Edward F. Perotka.

Also, Michigan: Carl Buermele, William M. Clark; Mid - South: Dwight F. Blizzard, J. A. West, Sr., Edward O. Cullins; New Jersey: Wilfred P. Smith, Howard Herman; Ohio: Marshall H. Fine, Louis Wiethe, Ken Prickett; Western Pennsylvania: Steve Rodnok, Jr., Morris M. Finkel; Rocky Mountain: Tom Smiley, Joe Ashby, Neil Beezley; Wisconsin: Edward E. Johnson, S. J. Goldberg; Texas: Julius M. Gordon; North-Central: Frank Mantzke; Kentucky: Edward L. Ornstein; West Virginia: Frank Allara.

Commenting on the anticipated attendance, Kirsch and J. Papas, president of NAC, predicted a record gathering of more than 2,500 members for the 1960 conventions.

Grecula Named Conn. NSS Representative

Special to THE DAILY

HARTFORD, Oct. 10.—Veteran exhibition executive Ernest A. Grecula, 45, has been appointed Connecticut sales representative for National Screen Service, succeeding Jack Keegan, resigned, effective immediately.

Grecula, who will continue to maintain residence in suburban Avon, Conn., has been in Connecticut exhibition for 30 years, most recently as advertising-publicity director for the Hartford Theatre Circuit, Hartford, and as an independent exhibitor, operating the State Theatre, Torrington, Conn.

Alpha Group

(*Continued from page* 1)

operation would enable Alpha to move quickly into actual production.

Alpha's first picture could go before the cameras in December, and be ready for theatrical release by April, Roger disclosed.

TOA's committee consists of George G. Kerasotes, chairman of the TOA board of directors, and president of Kerasotes Theatres of Springfield, Ill.; M. Spencer Leve, assistant to the TOA president, and executive vice-president of National Theatres and Television, Los Angeles; Samuel Pinanski, honorary chairman of the TOA board, and president of American Theatres of Boston; Walter Reade Jr., past president of TOA, and president of Walter Reade, Inc., of Oakhurst, N.J.; E. D. Martin, past president of TOA, and president of Martin Theatres of Georgia, and Pickus, serving ex-officio.

Alpha has announced it is prepared to undertake the complete financing, production and distribution of quality theatrical films, with the understanding TOA will urge its members to support and play those pictures which TOA has approved. The program is one result of TOA's efforts to find new production sources to ease the current product shortage.

Will Scan All Films

The TOA committee will act as a reviewing board on all proposed Alpha pictures, in an effort to advise and guide Alpha towards making films which exhibitors feel have the best box office potential. Both TOA and Alpha have agreed to seek films which will have the broadest possible appeal, and to avoid those which stress sensationalism, sex or horror.

Rogers said that the prompt appointment by Pickus of the committee insures Alpha that it can move its production program into high gear in less than 30 days after the TOA convention.

He said that as a matter of policy, no publicity would be given any proposed production until it has been approved by the TOA committee. Announcement of the first picture, he said, is anticipated in the very near future.

Four-Day Celebration For 'Alamo' Premiere

Special to THE DAILY

SAN ANTONIO, Oct. 10. — San Antonio is marshalling a force of some 3,500 Texans to stage "Operation Alamo," a four-day celebration beginning Oct. 22 to herald the world premiere of John Wayne's "The Alamo." The event will be covered by an international press corps of some 100 newspaper, magazine, newsreel, radio and television and trade press representatives. The press of 17 nations will be represented at the world premiere celebration.

Wayne will lead a contingent of "Alamo" stars who will attend the celebration and premiere of the United Artists release.

MPI Gets 'Persuasion,' 'Oklahoman' from A-A

Special to THE DAILY

KANSAS CITY, Oct. 10. — Allied Artists "Friendly Persuasion" and "The Oklahoman" are the first pictures acquired by Motion Picture Investors from post-1948 film libraries for re-release to theatres, Richard Orear, president of Commonwealth Theatres of this city and a member of the MPI board, revealed. The pictures will be distributed by First Division Films.

Orear said the Great Plains Business Builders theatre network will launch the pictures in February, and a second saturation booking will be set for drive-ins in June. "Persuasion" was a 1955 release starring Gary Cooper, Dorothy McGuire, Marjorie Main and Anthony Perkins. "Oklahoman" starred Joel McCrea and Barbara Hale, and was released in 1957.

Orear said MPI has negotiated with four major companies for additional programs from their post-'48 libraries. He said the object is eight to 10 combinations from each, or 40 to 50 combinations per year.

'X' Films Stand Backed

(*Continued from page* 1)

films, maintained for themselves and their children.

(3) During recent years the number of "X"-films had substantially increased at a time when product has been in short supply. The CEA realised that exhibitors had to include a higher proportion of "X"-films in their programs, but a number of these films had undoubtedly offended against the standards required by the public when they were shown on general release instead of in specialised houses.

(4) Although in some situations exhibition of "X"-films on general release had proved profitable their continued exhibition would, in the long run, discourage and drive away the family audience on whose support the cinema business was originally built up.

Summing-up, the CEA asked producers, in future, to concentrate on making films of family entertainment value for general release and to avoid themes and incidents that are offensive to the reasonable tastes and standards of the family audience.

Three File in Times Case

(*Continued from page* 1)

with by petitioner in its brief in the Court of Appeals. Nor do we expect that it will be dealt with by petitioner in its brief to this court. This is the relationship between Federal customs regulation of imported motion pictures and local censorship under the constitution."

Prior Review Cited

Besides opposing pre-censorship on constitutional grounds, IFIDA claims, "foreign motion pictures have been previously adjudged for obscenity by the U.S. Customs before entry into the U.S. There can be no constitutional justification for a further requirement of municipal pre-censorship."

ACLU points out that it does not "challenge the right of the City of Chicago to punish the publication of motion pictures, books, newspapers, periodicals, or any other form of communication the contents of which violate legally acceptable standards." But it does challenge the power "to enact a law requiring the advance submission of motion pictures (or any other form of communication) to a censor empowered to prevent publication of the submitted material if deemed objectionable."

Objects to Obscenity

The MPA brief makes it clear that the association does not "sanction nor do its members distribute" any obscene picture. "What is challenged is the right of Chicago and other communities to adopt regulations which create administrative prior restraints (sometimes called preventive censorship) on freedom of speech by motion pictures."

Electrovision

(*Continued from page* 1)

Aubrey Schenck in the production of independent motion pictures. A member of the board of directors, Stone previously served as special consultant on acquisitions and corporate development for the company.

Agreements have been made whereby Stone and other principals of the corporation will acquire Zabel's stock interest in the corporation.

Addition of the Electrovision theatres increases to 29 Stein's existing chain of Southern California theatres, making Stein the largest independent operator in this area, with key houses in San Diego, San Bernardino, Pasadena and Santa Monica.

Circuit Mostly Drive-ins

Electrovision retains its theatres in northern and central California and southern Oregon, most of which are drive-ins.

Included in deal with Stein are the Hollywood Paramount, Crest in Westwood, Beverly in Beverly Hills, Baldwin, Bay, Corbin, Imperial, Manchester, Rio, Southside and Buena Park. The Stein takeover is slated for Nov. 2.

Brien Named

(*Continued from page* 1)

work under Bush and Adrian Awan, manager of national and local field exploitation.

Won Quigley Awards

A former theatre manager in Pittsburgh, Brien won the Quigley Grand Silver and Bronze Awards for showmanship, as well as numerous promotional prizes from the major film companies. Brien joined the Eagle-Lion Film Corp. in New York as director of exploitation, and when that company merged with U.A. he took the special events post in which he concentrated on field promotional activities.

Deny Triangle Stay

(*Continued from page* 1)

chased about 750 Warner films in 1957 from Associated Artists Productions an option was secured for exclusive market rights to all post-49 Warner product at $4000 per feature, subject to certain escalation. Triangle claimed at the time this contract was negotiated with Eliot Hyman, AAP, Inc. was the distributing agent for Associated Artists Production Corp., and in October, 1958, AAP Corp. changed its name to P. R. M., Inc. with Hyman as a controlling stockholder and executive of PRM, Inc. to the present time.

Triangle claimed further the option with Hyman is still binding; that he formed Seven Arts for the purpose of acquiring U.S. distribution rights to the post-1949 Warner films; and that the new corporation's offer of the films at a higher price violated the option agreement.

Jurist Sees 'No Proof'

In denying the injunction yesterday Judge Streit said there was "no proof whatsoever" that the defendants had "conspired" to violate the option agreement.

PEOPLE

Robert S. Ferguson, director of advertising, publicity and exploitation for Columbia Pictures, on Oct. 24 will address the members of the Advertising and Sales Club of North Jersey at Mario's Restaurant, Paramus, N. J.

□

Eddie Solomon, vice-president of Embassy Pictures, will be one of the principal speakers at the two-day convention of Allied Ohio Valley Indoor and Outdoor Theatres, which will open today at the Marott Hotel, Indianapolis. His talk will be delivered tomorrow.

□

Edna Walker-Malcoskey, prize-winning poetess and screenwriter, will join the trend of authors acting in their own stories by playing one of the title roles in the screen version of her religious epic, "The Virgin and the Priestess," being filmed in New York next spring by Leo Trachtenberg Productions.

□

Fred Hift has resigned as publicity director for Otto Preminger to become international publicity coordinator for Triton Prod.'s "Francis of Assisi." He will work under Anacleto Tanda, 20th-Fox managing director in Italy.

seventeen's PICTURE OF THE MONTH

FOR NOVEMBER

"THE DARK AT THE TOP OF THE STAIRS"

A Warner Bros. Picture

Selected by SEVENTEEN *. . . entertainment guide for America's top movie goers . . . 4,800,000 young women under 20!*



..."for using
the particular
possibilities of
animation to
realize a visual
amusement...
with intelligent
humanism."



Presented to
"The Minute and
1/2 Man" at the
12th International
Exhibition of Film
for Children–
Venice 1960



TERRYTOONS

Distributed by Twentieth Century-Fox
In CinemaScope and Technicolor

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 72 NEW YORK, U.S.A., THURSDAY, OCTOBER 13, 1960 TEN CENTS

Pay-TV Brief Is Filed

Program Plans Not Spelled Out By Phonevision

Will Outline 'Intentions And Hopes' at FCC Hearing

By E. H. KAHN

WASHINGTON, Oct. 12. — Hartford Phonevision, applicant for permission to conduct trial pay-tv operations over station WHCT-TV, Hartford, Conn., has filed an answer opposing Marcus Cohn's petition, on behalf of exhibitors, for clarification of the issues to be heard at Federal Communications Commission hearings starting Oct. 24.

In addition, both Zenith Radio and Teco, Inc. (its licensee for the Phonevision subscription-tv process) have asked FCC for permission to appear as parties to the case. Zenith noted that adverse FCC action on the Hart-

(*Continued on page 4*)

MPA Stresses Secrecy Of Campaign Donations

Eric Johnston, president of the Motion Picture Association of America, yesterday stressed the security angle of the motion picture industry's nonpartisan campaign for the 1960 elections as of key importance to the effectiveness of the entire operation.

The campaign, which seeks to get out the vote and raise funds for both

(*Continued on page 6*)

Hayward to Direct Teco Pay-TV Programming

Leland Hayward, theatre and motion picture producer, has been retained to direct the subscription television programming activities of Teco, Inc., it was announced yesterday by Pieter E. van Beek, president. Teco, Inc., an Illinois corporation, has been licensed by Zenith Radio Corporation to engage in subscription television

(*Continued on page 4*)

TELEVISION TODAY—page 4

British Censor Would Like To See Film Classification System in U.S.

Conceding that there are disadvantages as well as advantages to Britain's film classification system, John Trevelyan, secretary of the British board of film censors, who has arrived here from London on an American visit, nevertheless, said he would like to see a classification system adopted here.

He said it works well in Britain and exhibitors are conscientious both in their efforts to apply it to juvenile age limits and to safeguard children who are tempted to petition adult strangers to permit them to accompany them into theatres where "A" classification films are being shown.

Trevelyan described his trip as one to meet Motion Picture Association, Production Code Administration and studio heads and to discuss with them

(*Continued on page 6*)

Col. '60 Net Up To $1,905,000

Columbia Pictures reported operating income of $1,905,000 for the fiscal year ended June 25, compared with an operating loss in the preceding year of $2,445,000.

In the 1960 year, the company reported profit of $202,000 from sale of studio facilities. In the preceding year a profit of $2,596,000 was reported from this source. Combined operating and sale of assets profit in the 1960 year amounted to $2,107,-

(*Continued on page 2*)

NAB Reaffirms Stand Against Subscription TV

From THE DAILY Bureau

WASHINGTON, Oct. 12. — The television board of directors of the National Association of Broadcasters has reaffirmed the NAB's position against the use of the air waves for pay television. The board instructed the association staff to request permission from the Federal Communi-

(*Continued on page 6*)

Wald, in Coast Address, Urges 'Highest Taste'

By SAMUEL D. BERNS

HOLLYWOOD, Oct. 12. — In a speech to some 500 distaff bankers in the Beverly Hills Hotel last night, Jerry Wald prefaced his remarks on "censorship" as a Hollywood pitfall, with the statement:

"There ought to be inscribed over every film-makers desk, in letters of glorious technicolor, 'the public are not fools.' Because this is true, a really brilliant film-maker, if he thinks of his audience at all, will go after the highest common factor rather than

(*Continued on page 6*)

At 41st Michigan Allied Meet

London Warns Industry Must Adapt To Changing Conditions for Survival

Special to THE DAILY

DETROIT, Oct. 12.—The motion picture industry has got to adapt to changing conditions if it is to survive, Milton H. London, president of Michigan Theatre Owners and Managers, said today at the opening session of the group's 41st annual convention at the Sheraton Cadillac Hotel here.

London, while holding high hopes for the future, predicted subsequent-runs theatres would experience increasing difficulties in the near future due to the product shortage, the swelling number of roadshows, and a possible business recession. He said that the increasing number of roadshows would be "self-defeating."

He called for more advertising outside the theatres, remarking on the effectiveness of trailers, when not shown in an empty house. He commented on the "amazing and overwhelming effectiveness" of the trailer show at the Michigan State Fair.

All officers were re-elected as was the board of directors, excepting the resigned Harold Clark of Detroit, who was replaced by Gordon M. Bennett of Hastings, Mich.

Resolutions were adopted com-

(*Continued on page 2*)

Myers Says:

Adult Films Put Theatres On Hot Spot

Allied Veteran Hits ACE; Asks Skouras to 'Explain'

Special to THE DAILY

INDIANAPOLIS, Oct. 12.—Grave consequences for exhibition, and particularly the small town and neighborhood theatres, are foreseen by Abram F. Myers, who retired last summer as chairman and general counsel of Allied States after 32 years in the posts, unless "teeth are restored to the Production Code."

Addressing the annual convention of Ohio Valley Theatres here yesterday, Myers warned the exhibitors that should current test cases succeed in eliminating all prior censorship of films, without a strengthening of self-regulation by producers, exhibition will be put on a spot.

"All who argue against any form

(*Continued on page 5*)

'Sterility' in Selling Films Hit by Solomon

Special to THE DAILY

INDIANAPOLIS, Oct. 12.—While exhibitors in some sections of the country are backing to the hilt their pictures with vast amounts of showmanship, those in other sections of the country are showing a "vapid sterility" in selling their merchandise, Eddie Solomon, Embassy Pictures vice-president, said here today. He

(*Continued on page 5*)

Exhibitors Ask Disney To Expand TV Time

Special to THE DAILY

GREAT FALLS, Mont., Oct. 12.—The Montana Theatre Ass'n. at its recent annual convention here adopted a resolution calling upon Walt Disney to resume full television programming which has been found to be beneficial "to the motion picture exhibitors throughout the United States."

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, has left New York for Hollywood for production conferences and to attend the West Coast premiere of "Spartacus."

•

SAM SPIEGEL has arrived in New York from the Coast.

•

JEFF LIVINGSTON, Universal Pictures coordinator of sales and advertising, is in Chicago today from New York. From the Windy City he will go to Los Angeles. JEROME M. EVANS, promotion manager for the company, has returned to New York from Columbus, O.

•

IRA D. BECK, Latin American television supervisor for United Artists Associated, left here yesterday for Mexico City.

•

STANLEY KRAMER, producer-director of United Artists' "Inherit the Wind," arrived in Toronto yesterday from Philadelphia.

•

JAMES SHIGATA, actor, arrived in New York yesterday from Los Angeles, and will leave here on Monday for Washington.

•

REX HOPKINS, district manager for National Theatres in Portland, Ore., is convalescing at his home there following a serious fall suffered several weeks ago.

•

ROSA LEA LANDRUN, of the accounting department, Capital Releasing Corp., Atlanta, and ANCIL PEEK, married Oct. 8, are honeymooning in Florida.

Ralph L. Harlow, 75

BOSTON, Oct. 12.—Ralph LeRoy Harlow, 75, vice president of Broadcast Music Inc., died in Framingham, Mass., Union Hospital late last week. Starting as an actor and singer, he was identified with show business most of his life. He founded Knickerbocker Attractions, booking agency; was vice president and manager of the Yankee Network. He joined BMI in 1943.



Columbia Net

(*Continued from page* 1)

000, or $1.47 per share, on 1,287,109 common shares outstanding, after preferred stock dividends. Profit on the same basis in the preceding year was $151,000.

No federal income tax provision is required owing to the tax loss carry forward available to the company from prior years.

A. Schneider, Columbia president, notes that for the 1960 fiscal year the company reduced its inventory by $1,000,000 to conform values to current market conditions. Amortization of feature films was reduced during the year by $350,000 to defer a portion of the cost deemed applicable to future income from television to conform with procedure agreed upon for tax purposes.

Print Costs Included

It was also noted that effective with the beginning of the current fiscal year, advertising and foreign print costs for pictures released since that date, formerly charged directly to expense, were included in inventory and amortized on a table basis, conforming with general practices in the industry. As a result, inventory at June 25 was increased by $3,800,000.

AA to Elect Nine Directors at Meeting

Election of nine directors will be the principal order of business at the annual meeting of Allied Artists Pictures in Hollywood on November 9, stockholders are advised in a notice released by the company yesterday.

Up for re-election are W. Ray Johnston, Samuel Broidy, George D. Burrows, Roger Hurlock, Sherrill Corwin, Edward Morey, Paul Porzelt, Norton V. Ritchey, and Herman Rifkin.

The meeting notice also includes salaries of officers whose aggregate reumeration exceeded $30,000 for the last fiscal year as follows: Broidy, president, $109,375; Burrows, executive vice-president and treasurer, $74,000; Ritchey, vice-president, $52,250; and Morey, vice-president, $46,950. All officers and directors as a group received $448,575.

Bank Loans Guaranteed

Broidy and Burrows personally guaranteed four bank loans to the company in the respective sums of $1,240,000, $168,000, $1,400,000, and $700,000, totalling $3,508,500. The first of said loans matures on March 31, 1961; the second on Jan. 10, 1961; the third, June 1, 1961; and the fourth Sept. 27, 1961. Each loan bears interest at the rate of 6 per cent per annum on unpaid balances. The funds were required by the company to finance its operation and production program.

For the accommodations Broidy and Burrows were paid a sum representing 8/10ths of 1 per cent of the face amount of the loans, amounting to $28,064, one half of which was paid to Broidy and one-half to Burrows.

The meeting notice also reveals the number of shares of stock purchased by four officers under the employee stock purchase plan approved by stockholders at the annual meeting of the company in November, 1955 as follows: Broidy, 9,500; Morey, 6,000; Goldstein, 6,000; and Wolf, 5,000.

Remodeled 85th St. Trans-Lux Opened

Individuals from all phases of the motion picture industry attended a pre-opening showing of the completely redecorated Trans-Lux 85th Street Cafe-Cinema here on Tuesday afternoon.

Boasting a French sidewalk cafe motif, the theatre was remodeled at a cost of $75,000. The design was by David Barrett of New York. Planning consumed six months and actual construction work, three.

Manager William Pastore reported to the press that the theatre concession will be handled by Arthur Blaustein and that the hostesses at the official opening yesterday were to wear Ceil Chapman originals. —W.H.

Dassin to Make Four For U.A. in 7 Years

Producer-director Jules Dassin has an agreement with United Artists to make four films over the next seven years, he said at a luncheon here on Tuesday, following a screening for the trade press of "Never on Sunday," the film he made in Greece for release here by Lopert Pictures, foreign film distribution outlet of U.A.

Three of the upcoming projects have been agreed on, Dassin said. They are "Lysistrata," "The Last of the Just" based on a highly acclaimed first novel by French writer Andre Schwartz-Bart; and an untitled picture dealing with attempts by Pericles to create the first democracy in Greece. "Lysistrata" and the third picture will be shot in Greece as was "Sunday," with the second-named to be made in France and Germany.

Whether U.A. or Lopert will handle distribution of the four pictures is to be decided after they are completed.

Dassin said he made "Sunday," which will open at the Plaza Theatre here on Oct. 18, for $125,000. He said he was extremely pleased with conditions for production in Greece, especially with the exceptionally fine weather there.

London Warns

(*Continued from page* 1)

mending Si Fabian for stimulating production through ACE and pledging support to the program. Other resolutions petitioned the Academy of Motion Picture Arts and Sciences for separate categories for films not in general release and another commended Edward L. Hyman on his efforts to secure orderly release. Officers of companies selling theatrical films to tv were censored for "depriving their companies and stockholders of greater profits and violating the trust and confidence their official positions require."

It was further resolved to urge exhibitors to support Motion Picture Investors, Inc. in its endeavor to prove more revenue can be achieved through theatrical re-release of such films as "Friendly Persuasion" and "The Oklahoman."

Luncheon was given by Confectioners Cabinet. The "showmanship" session consumed the afternoon while the ladies attended "Windjammer" at the Music Hall.

The evening was spent at the Michigan Theatre seeing "Midnight Lace." Afterward National Carbon gave a "nightcap" party.

Re-elected as officers were: president, London; vice-president, Wayne C. Smith, Pontiac; treasurer, William M. Wetsman, Detroit and secretary Fred P. Sweet, Detroit.

'Windjammer' in D. C

WASHINGTON, Oct. 12. — "Windjammer" has been booked into the Apex Theatre here starting Nov. 10. Pre-opening campaign for the Cinemiracle release will include emphasis on promotions, tie-ins, and group sales.

The finest carbons ever made...
NATIONAL TRADE-MARK
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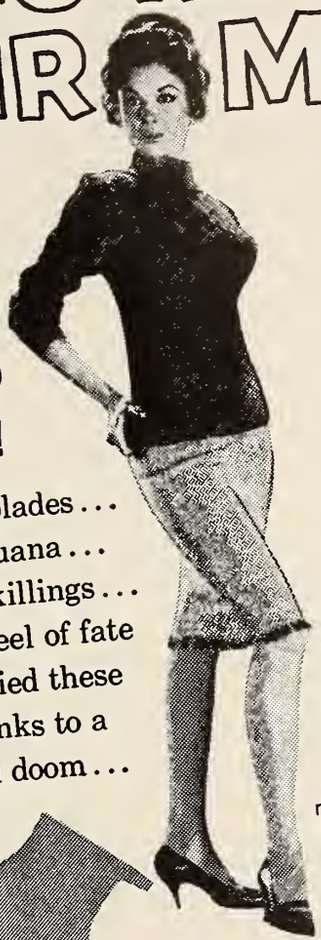
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bure Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-310 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig. Single copies. 1

KOOKY YOUNG HOODS AND THEIR MOLL



WANTED TO TRY IT ALL ...AND DID!

From switchblades... to marijuana... to killings... the wheel of fate carried these punks to a wild doom...



This is **Ruby**— whose hips never stay still . . . she knows how to lead a boy on—and on!



METRO-GOLDWYN-MAYER *Presents* AN AVON PICTURE

KEY WITNESS



Starring JEFFREY HUNTER · PAT CROWLEY
DENNIS HOPPER · JOBY BAKER
SUSAN HARRISON · JOHNNY NASH

Screen Play by ALFRED BRENNER and SIDNEY MICHAELS · Based On the Novel by FRANK KANE

Directed by PHIL KARLSON · A PANDRO S. BERMAN Production

Produced by KATHRYN HEREFORD · IN CINEMASCOPE

CASH IN ON THE HIT SONG—"RUBY DUBY DU"!

This song is rapidly becoming one of the fastest selling releases of the year!

Already a smash hit in Chicago, Boston, Buffalo, Houston, Kansas City, Memphis and St. Louis, it is now being backed by the combined promotional efforts of M-G-M, MGM Records and Robbins Music Corp.

Campaign to help you sell "KEY WITNESS" includes

- 2-Color Ads in Billboard and Cashbox.
- Thousands of streamers to dealers nationally.
- 4,000 Records to Disc Jockeys.
- 4-Star rating in Billboard • High rating in Cashbox.
- Pick of the Week in Radio Daily

BOOK M-G-M's "KEY WITNESS" NOW!

Phonevision

(*Continued from page* 1)

ford petition "could hinder the establishment of subscription television in other markets."

Hartford Phonevision, in its answer, denies that the exhibitors have any right to demand that programming plans be given in detail. It says that the FCC itself has earlier recognized that one purpose of a test is to find out what sort of programs could be had for pay-tv, and states that "the nature of the programming that it intended to broadcast" has already been supplied. This included first-run movies, Broadway plays, sports events and other features not available on free tv.

To Give 'Full Responses'

At the hearing, Hartford's reply states, the company "will be prepared to furnish full responses with respect" to its stated programming plans "including its intentions and hopes with respect to subscription programs." But "it will be unprepared to do what the commission recognized as impossible" in its basic reports on pay-tv—"that is, fully outline with particularity and in detail the exact programs or the detailed schedule of programs that it may be able to obtain and broadcast by subscription television." It would "have no objection to the addition of a limited issue" covering this in broad outline.

It goes on to say that until FCC authorizes it to proceed so that it can seriously negotiate for program product "and is able to bind itself to exhibit the product it seeks, it cannot be certain as to the specific programs it will be able to procure."

Cites 'Press Notices'

Making a direct comment on Cohn and the motion picture exhibitors, the Hartford brief refers to "press notices" which have reported that the opponents of pay-tv hope to cross-examine the witnesses that favor toll-tv on commitments for programs. The implication, according to the brief, is that "failure to prove firm commitments is fatally defective" to the Hartford application.

The reply then bluntly says: "applicant has no firm commitments, for the simple reason that it is unable to firmly commit itself in return for a firm commitment of any program supplier until it knows when and whether it is going to operate." It adds that if FCC had imposed such a requirement "as a condition precedent to the issuance of an authorization," applications would be effectively blocked.

The Hartford reply also takes exception to some aspects of Cohn's proposal for clarification of competitive impact. Hartford agrees that this is a legitimate issue to the extent that FCC might want to inquire into the "possible deprivation of television program services presently available without charge in Hartford." But it "strongly objects" to expanding the issue to include determination of pay-tv's impact "upon the program services available through other media, including theatres, night clubs, sports stadia, educational institutions, etc." FCC "does not have jurisdiction over these other enterprises, has no burden under the statue to shield them from competitive effects, and any attempt to make such a determination here would only give rise to speculation and conjectures without bound and with respect to which no cogent proof could be offered until after the trial is completed," the brief declares.

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AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

SAN FRANCISCO, Oct. 12

A 55-minute trip by jet brought us to this beautiful city and early next morning we drove to the fabulous Fairmont Hotel atop California St. Don Sherwood wasn't in (he's the town's beloved "Peck's Bad Boy" heard mornings over KSFO and seen evenings TVia KTVU) so we ascended the carpeted stair to station KSAY (also headquartered at this hotel) where Sales Mgr. Hal Hoffman showed us around and introduced us to the P.D. Dan Solo, a tall dark and handsome engineer, disk jockey, announcer and authority on dress, customs, dialects and life in the West during the close of the 19th Century. Brother Sam, who lives in nearby Millbrae drove us to KFRC where back in 1945 we first heard and encouraged Merv Griffin, then featured vocalist with Lyle Bardo's Ork. Lyle is now teaching music but his efficient and charming "Gal Friday," Amy Lawrence, (now ass't. to P. D. George Crowell) is still here KFRChecking music and records with the aid of pretty Maureen Nerli. Genial Gene Backer, mgr. of C. & C. Distributors and Don Graham assured us that the Martin Walker recording (PINKY RECORDS) of "Where Can You Be?" is getting a concentrated plug by the local deejays. Returning to KSFO we learned that Patti Newbegin was succeeded as Rec. Lib. by Elma Greer, whose ken of record artists is exceeded only by her charm, wit and popularity with the local music fraternity. Del Courtney, whose orchestra, played years ago in Chicago and whom we often visited back in the thirties and forties, is now spinning wax at KSFO and he told us the King Sisters Trio (he's married to Bonnie King) have again resumed their singing career are featured on Capitol Records, and will open an engagement starting next month at the Sahara in Las Vegas.

☆ ☆ ☆

This pillar has been touting the artistry of Polly Bergen ever since she appeared with Bill Harrington on an ABC-TV series back in 1954. Last CBSaturday Polly and Phil Silvers teamed up in a program, "Polly & Me" which just about proved to be one of the funniest, zippiest and entertainingest hours of the year. And incidentally, last week, while we were in Hollywood, we saw the huddles between La Bergen and several Columbia Pix biggies so don't be surprised if she'll soon be signed to star in moom pitchers. . . . A most unusual young man named Ted Randal (printer, one "L" please) has earned himself quite a rep, not only as d.j. at KEWB but for the successful shows which he as Prexy of T. R. Productions, creates and forwards to a local and northwest radio net of about 30 stations, so, out to his office where his good-looking young secretary Wendy Blake honored us with her company for lunch after which we met Randal; after but 15 minutes, we learned the secret of his success. Really a simple formula. Learn the biz, dream up novel and unusual programs, utilize the music of the masters, past and present and serenade the listener. At KQBY, we talked to Mgr. Charles Black, an old friend of our pal Jonathan (KSON, San Diego) Kirby. We said he appears so young to have such a responsible position and learned that Black is quite a radio vet having started his career at WSAI in Cincinnati in 1947. "Do you know our friend Jon (Big Jon & Sparky) Arthur?" we asked. "Know him?" he replied, "I was the producer of that program and we always were grateful to FAME Magazine because in 1953, 54 and 55 our program was one of the winners" in the Radio Poll. "Charlie also told us that Jon is currently in Korea working for the U.S. Government with near Ambassadorial rating."



Polly Bergen

Name Hayward

(*Continued from page* 1)

operations using Zenith's Phonevision system.

"Teco intends to pioneer in the field of top quality subscription television programming," van Beek said. "In the event the Federal Communications Commission authorizes the proposed test of Phonevision's over-the-air system in Hartford, Connecticut, our association with Mr. Hayward will permit us to become one of the program suppliers for the Hartford test."

Zenith and Teco earlier this year completed arrangements with RKO General, Inc. for the latter to conduct a three-year trial of subscription tv in Hartford. RKO General has pledged itself to the expenditure of up to $10,000,000 in the three-year period of the Hartford test.

Gives His Formula

Commenting on his new affiliation, Hayward said: "There are 50,000,000 American families waiting to have box office entertainment delivered at home. If it is good enough, they will buy it. And if it is not, they will spend their money on some other recreation. It is as simply as that."

Hayward said subscription television in essence is the largest theatre ever built. "If we can produce the entertainment people are willing to buy, and I have no doubt that we can, subscription television will give us the largest number of box office customers the entertainment industry has ever had. If you translate this in terms of new opportunities for creating entertainment, we may well be standing on the threshold of a completely new era in the history of entertainment. As far as I am concerned, I want to be part of it," he said.

Sees Hard Struggle

Hayward warned that subscription television's success will not come easily, and pointed out that it will take imagination and courage and a willingness to experiment. He said, "It requires the support of everyone who belongs in show business, but I am certain we will all respond to this new challenge."

One of the most famous personalities in the entertainment world, Hayward achieved fame with a long list of theatrical productions. He is currently represented on Broadway with "The Sound of Music" and "Gypsy."

Among others, he has been associated with the production of "A Bell for Adano," "State of the Union," "Mister Roberts," "Point of No Return," "Call Me Madam," "South Pacific" and "Ballets USA."

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PEOPLE

Abraham M. Ellis, head of Ellis Theatres, Philadelphia; **Jack Beresin,** president of Berlo Vending Co. there, and **David Supowitz,** theatre architect, have been elected to the board of directors of the Federation of Jewish Agencies of Greater Philadelphia for three-year terms.

□

Dr. Jonas E. Salk, recipient of the Variety Clubs International Award for 1959, has been presented his heart-shaped medallion in Pittsburgh by International chief barker **Edward Emanuel. Dr. Salk** was honored for his work in developing the Salk Vaccine for the prevention of polio.

□

Harry Alexander, former branch manager in Albany, N. Y., for 20th Century-Fox and Eagle Lion, and more recently associated with the Middletown (N. Y.) Drive-in Theatre, has been named Albany-Buffalo sales representative for Citation Films.

□

Raphael Klein, who with his brother, **Morris,** operates the Highway Drive-in Theatre at Coxsackie, N. Y., has been appointed a Greene County member of the Businessmen's Council of the Democratic State Committee, of which **Harry Brandt,** of Brandt Theatres, is chairman.

□

Charles Skouras, Jr., one of the founders of the new Triton Prods., will produce the "Journey of Jules Verne" for 20th Century-Fox release. Another member of the Triton team, **Plato Skouras,** is now in Rome with director **Michael Curtiz** on the filming of "Francis of Assisi," also a 20th-Fox release.

'Sterility' in Selling

(*Continued from page* 1)

spoke at the convention of the Ohio Valley Indoor and Outdoor Theatres.

The advertising-exploitation executive, who has appropriated $3,000,000 in selling three films the past year, asked the attending theatre owners how much they are spending to sell their merchandise valued at more than $100,000,000 over a year's period. Weekly change houses carry this amount of inventory over a year, he explained.

"I've been in cities throughout Indiana," Solomon continued, "and I can't recall a business in any city that carries merchandise approximating one hundred million dollars, unless it's the bank. But," he added, "everyone of you do."

The Embassy vice-president went on to say that the motion picture business is really a sophisticated business and "all of us engaged in the industry, whether it be production, distribution or exhibition, are the knowing people of the community."

"We're in a glamorous business but what good is glamour if it doesn't pay off, and it only can pay off, or if you please, survive, if the showmen do the job on the front line via the boxoffice."

Fears Sophistication

"Maybe our trouble is too much sophistication," Solomon said. "Maybe as sophisticates we have forgotten that it was our sweat and the sweat of our contemporaries who rolled up their sleeves and built this business into the great economic force that it was."

Solomon pointed out that John Wanamaker, the department store tycoon, said, "Fifty per cent of the advertising dollar is wasted, but I don't know which 50 per cent." And he added that just as Wanamaker didn't take a change neither can the motion picture exhibitor.

Myers Warns of Adult Films; Hits ACE

(*Continued from page* 1)

of governmental pre - censorship," Myers said, "add, as a necessary foundation to their contention, that the public will be adequately protected by the prosecution of exhibitors under local statutes and ordinances for the showing of improper pictures.

"In other words, the shift in responsibility is from the producers to the exhibitors. And so, if the Supreme Court rules, as many observers believe it will, the onus will be on you exhibitors. And if the only public redress for objectionable pictures is the prosecution (fining and/or jailing) of the exhibitors showing them, then I earnestly hope that the other great branches of the industry will view very seriously their obligation to police themselves and not force every exhibitor to make a hazardous guess concerning the pictures he shows.

"It is to the interest of all exhibitors except, perhaps, a few located in the shadowy sections of the large cities, that the Production Code be dusted off and enforced, and they should speak out on this point."

Referring to the current problem of increasing numbers of adult films, Myers said he does not "see how a meeting devoted to business building (the convention's theme) can get anywhere unless it deals with trends which threaten to destroy the business."

"You must be appalled, as certainly I am," he said "by the assaults being made on the industry because of the kind of pictures that are being made. Even when the Production Code was being adequately enforced and film standards were high, there were always a few zealots, usually professionals, taking potshots at the movies.

Points to Critics' Influence

"Nowadays you can scarcely glance at a paper without seeing that someone is taking the industry to task for objectionable films. Often those critics are of such standing as to exert influence over large segments of the population. I do not need to remind you that the dire effects of this mounting criticism will be visited first and mainly on the neighborhood and small town theatres."

"What is the attitude of the organized industry toward this threatening storm of outraged public opinion?" Myers asked. "If any industry spokesman of any standing has voiced any concern over present trends, or has wagged an admonitory finger at the Code Authority, it has escaped my attention. On the contrary, the Motion Picture Ass'n., directly and through Compo, is waging total warfare against all manner of pre-censorship of films, and has enlisted the cooperation of many exhibitors in the effort."

'Must Have Something to Sell'

Discussing the convention theme of business building, Myers said: "First you must have something to sell," and launched an attack on product shortages and delayed availabilities of important films, particularly the increasing number of those released as road shows.

As for the product shortage, Myers said it is the direct "result of the inroads into the business of television and is not the fault of anyone, exeept as it has been aggravated by making pictures available to this rival medium." However, he noted, "someone is doing something about increasing the supply."

The American Congress of Exhibitors and Theatre Owners of America are working on projects designed to inaugurate new production.

"Those who are in a position to help, should do so," Myers said. "The others can only wait and hope."

He added, "It has seemed to me that much of the wailing about the film shortage was rather futile and I have been surprised that some who have wailed the loudest have not raised their voices to protest the manner in which the few pictures available, more especially the top quality pictures, are being marketed."

He said he feels "strongly about current trends in the industry which are recreating the conditions of restraint and monopoly that Allied organized to oppose and which it was thought had been outlawed by the Paramount decrees."

He criticized the Department of Justice for refusing to act against exclusive run licensing of road show and other top attractions, terming the result a "territorial monopoly of the exhibition of particular films."

Decries ACE Inactivity

Myers also scored the American Congreses of Exhibitors for inactivity and lack of results on its early program for conferences with Motion Picture Ass'n. directors and company presidents on exhibitor - distributor problems and complaints.

"Whatever other effects ACE may have had," Myers said, "it certainly had the effect to derail the (Allied) White Paper campaign special. The prospect that ACE might obtain for them the relief they so ardently desired caused some exhibitors to lose interest in the movement."

Allied's "white paper" campaign called for another airing of industry problems before a Congressional committee. Myers asserted it was impossible to interest such a group in a "detailed and extensive investigation" while there was a prospect of ACE and the company presidents getting together to settle their differences.

Asks Skouras 'Explanation'

Myers said Spyros Skouras, 20th Century-Fox president, whose appearance at Allied's 1958 convention led to the formation of ACE, "owes an explanation to the exhibitors who abandoned their own program in order to follow him."

"If there is to be no summit conference, if the temporary revival of conciliation exhausted the possibilities of reform in trade abuses, then the exhibitors should be so informed."

Trade observers pointed out, however, that Allied specifically reserved the right on repeated occasions to pursue its "white paper" strategy while entering into ACE membership and participating in its activities.

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GEVAERT

THE GEVAERT COMPANY OF AMERICA, INC.

15 Bookings for 'Spartacus' Abroad

"Spartacus" will move into roadshow release abroad in time for Christmas, with bookings set in 15 of the world's key cities, Universal-International Films vice-president and foreign general manager Americo Aboaf announced yesterday.

Each of the openings will be preceded by elaborate advance campaigns, which are already in full swing, and by gala premieres, attended by celebrities. Many of the premieres have been scheduled so that Kirk Douglas, top-billed of the seven stars in the Bryna Production, which will be released by U-I, can either be present at the opening or be available for advance publicity activities.

The first overseas roadshow date for "Spartacus"—and one which is expected to set the tone for the entire overseas campaign—is to take place in London, on Dec. 7, at the showcase Metropole Theatre. Plans are being drawn up for premiere-night ceremonies, with intensive television, radio and press coverage. Douglas, along with a host of top figures in the entertainment, governmental and society world, will be present. Milton R. Rackmil, president of Universal Pictures, and Aboaf will also attend.

Rome, Milan Included

European roadshow openings in Rome, at the Supercinema, and Milan, at the Odeon, will follow on Dec. 9; in Frankfurt, at the Filmpalast on Dec. 16, and in Dusseldorf, at the Savoy, on Dec. 17. Barcelona roadshow opening is at the Coliseum on Dec. 15; and, in Brussels, the film will open at the Varieties on Dec. 8. "Spartacus" will inaugurate the opening of the new 1800-seat showcase, the Gartenbau, in Vienna on Christmas Day.

In the Far East, "Spartacus" roadshow engagements have been set for the Yuraku-Za, top Tokyo showcase, on Dec. 15; in Osaka, shortly afterwards; and, in Manila, at the Universal Theatre, on Dec. 25. In Australia, "Spartacus" has December premiere dates at the Forum in Sydney and at the Chelsea in Melbourne.

Two Latin-American roadshow openings are also scheduled—at the Olimpo in Caracas, Venezuela, and at the Metropolitan in San Juan, Puerto Rico, on Dec. 15. All showings will be in 70mm.

Henderson Cleveland Para. Branch Manager

Harold Henderson has been appointed Cleveland branch manager of Paramount Film Distributing Corporation, it was announced by Hugh Owen, vice-president.

Henderson, whose appointment is effective immediately, replaces Gordon Bugie, resigned. He was formerly a Paramount salesman in Pittsburgh.

Briton Favors Classification

(*Continued from page* 1)

mutual problems. He will tell Hollywood producers what they should avoid if they want to be certain their films get an "A" classification from the British censor. That classification, he explained, has a definite financial advantage since it means films so classified can play to the largest legal audience.

"We can both be saved a lot of trouble," he observed. He noted that violence is a problem in American pictures when shown in England, more than sex, and that scenes of brutality often are shot in such a way that cutting is difficult if not impossible. He said he would not go so far as to suggest a scene be shot one way for American audiences and another for British, but that alternate methods of shooting could be employed to make the censor's and producers' problems less serious. It is these he plans to discuss during a 12-day stay in Hollywood starting tomorrow.

Trevelyan reported that Hollywood is turning out more "borderline" films, films that do not fall clearly or easily into any of the British classifications, but denied that this decided him on making his trip.

He praised MPAA's Green Sheet, adding he wished Britain had its equivalent. "We have nothing that gives as much information on films to parents."

Trevelyan said he thought the British film, "Never Take Candy from a Stranger," which was refused a Production Code seal here, was a "good picture." It deals with child molestation and Columbia Pictures abandoned its American distribution when the Code appeal board upheld the PCA on the seal refusal. He said it was passed with an adult rating in Britain and cited this as an advantage of the classification system.

"It was recommended to parents by British women's clubs," he said.

While on the Coast, Trevelyan will meet with Eric Johnston, president of the MPAA, who will be in Los Angeles to address the World Newspaper Forum.

Stulberg Is Named Columbia Vice President

From THE DAILY Bureau

HOLLYWOOD, Oct. 12.—Gordon Stulberg was named a vice-president of Columbia Pictures by the board of directors here today.

Stulberg, who will headquarter on the West Coast, has been serving as executive assistant to the late B. B. Kahane, and as an aide to Samuel J. Briskin, vice-president in charge of West Coast activities.

A former general counsel of the Writers Guild of America, West, Stulberg was named assistant secretary of Columbia in 1957.

NAB Reaffirms

(*Continued from page* 1)

cations Commission for NAB to participate in the forthcoming Hartford pay-tv hearing.

The hearing has been called by the FCC, beginning Oct. 24, to consider the application of Hartford Phonevision Co. for authority to conduct trial subscription tv operations over its Station WHCT (Channel 18) in Hartford, Conn.

In other action, the television board: Voted to continue NAB support of legislation designed to regulate community antenna systems, and it told the NAB staff to continue support of FCC jurisdiction over the location of tall antenna towers. The Federal Aviation Agency also claims this authority.

'Apartment' $754,854

Billy Wilder's "The Apartment" has rolled up a record-setting $754,854 for its dual New York engagement at the Astor and Plaza Theatres over the past 17 weeks, it was announced by William J. Heineman, vice president of United Artists.

Wald Urges

(*Continued from page* 1)

the lowest common multiple. Rather than pander to the lowest tastes he will cater to the highest, if only because of the vast psychological difference between seeking the highest and seeking the lowest. 'Let's make pictures that intelligent people will not think too stupid,' is a better and more profitable theory than 'let's make a picture that the least intelligent member of any conceivable audience will not think above their heads."

Commenting on censorship, Wald stated "the argument against the Motion Picture Code is not that it clamps down on semi-nudity, which is relatively unimportant, but that it sometimes seems geared to conceptions of life so naive and un-adult that Hollywood's best brains are employed in circumventing it. This is also regrettable, since it means that the Hollywood approach to problems of modern life is apt to be devious and gingerly, rather than free-minded and forthright.

"Hollywood must change these things if it is to keep pace with rival film capitals. To make films bland, inoffensive and mild would result in a strangulation of creation and ultimately in the diminishing of our audience. If we are disturbed by the possibility that some censor might ban our production, we are doomed."

Louis LaBine, 66

HARTFORD, Oct. 12. — Louis U. LaBine, 66, manager of the then Warner Bros. Embassy Theatre, New Britain, Conn., prior to World War II, and more recently executive director of the West Hartford Housing Authority, died at his West Hartford home.

Fox Names Wilhelm Albany Branch Head

John G. Wilhelm has been appointed manager of the 20th Century-Fox Albany branch office, succeeding Clayton G. Pantages, recently elevated to the new "sales cabinet," general sales manager Glenn Norris announced yesterday.

Wilhelm, who begins immediately in his new post, has been with the company since 1943. He began as an assistant shipper in the Buffalo branch. On Aug. 2, 1954, Wilhelm was promoted to sales manager, the position he has held until his official promotion to branch manager.

'Midnight' Bows Today After Big Campaign

"Midnight Lace," Universal-International release has its world premiere at Radio City Music Hall today climaxing one of the most intensive promotional campaigns ever developed for a Music Hall opening according to Philip Gerard, Universal's advertising and publicity director. The picture is scheduled to open in key cities from coast to coast starting Nov. 2.

The use of personalities for advance promotional activity has been combined with a series of promotions highlighting "woman appeal" to augment the large newspaper advertising campaign in New York.

MPA Stresses

(*Continued from page* 1)

political parties, involves a double envelope system which protects everyone participating in the drive.

"There is practically a hundred per cent assurance," Johnston said, "that neither the name of any contributor, nor his party affiliation or the amount of his contribution will be known to anyone except the members of his designated party who finally open the double envelopes."

The method Johnston referred to consists of a system developed by MPAA. In the collection of funds, the donor places his donation within the contribution envelope marked on the outside only with instructions as to how to proceed. The contributor checks the party to which he wants his contribution to go. The only place his name appears in on a receipt, if he desires one, that is sealed inside this initial envelope with his donation.

To further the security of the individual's identity, he is provided with a second and larger envelope into which the fund envelope easily fits. Both sealed envelopes will be turned over to the respective parties for counting and distribution of funds.

WB Records Plays Host

Warner Brothers Records, Inc. played host here tonight at a press party in the Crescendo in honor of Bob Newhart, young comedian who previewed material from his new WB album, "The Button-Down Mind Strikes Back." The comedian will begin an engagement at the Crescendo tomorrow.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 73 NEW YORK, U.S.A., FRIDAY, OCTOBER 14, 1960 TEN CENTS

Cites Case

Baseless Film Ad Criticism Hit by Johnston

Tells Publishers Producers Accept Responsibilities

From THE DAILY Bureau

HOLLYWOOD, Oct. 13. — Unjustified newspaper criticism of motion picture advertising is scored by Eric Johnston, Motion Picture Ass'n. president, in a talk prepared for delivery tomorrow to the World Newspaper Forum of the California Newspaper Publishers Ass'n at the Beverly Hilton Hotel here. He cites as typical of undeserved film



Eric Johnston

(*Continued on page* 5)

CEA Warns Producers Of Dublin TV Sales

By WILLIAM PAY

LONDON, Oct. 13. — British producers were put on notice here today by the Cinematograph Exhibitors Ass'n. that they face a boycott by exhibitors if they sell any feature films to a television station in Dublin.

CEA said it had received reports that some companies were contemplating such a move. The group de-

(*Continued on page* 4)

Given 10 Days to Protest NLRB Musicians Ruling

From THE DAILY Bureau

HOLLYWOOD, Oct. 13. — Musicians Guild of America and AFM Local 47, AFL-CIO, were notified by NLRB that each had 10 days in which to register protest on NLRB's decision to open 12 of 24 challenged ballots which would determine bargaining

(*Continued on page* 4)

TELEVISION TODAY—page 4

'Conspiracy's' 2nd Chance in Denver Soars to 350% of Average Business

Special to THE DAILY

DENVER, Oct. 13.—Business for the re-run of Paramount's "Conspiracy of Hearts" at Fox Intermountain's Ogden Theatre here was 350 per cent of average for the Sunday through Tuesday engagement, Robert W. Selig, Intermountain president, reported today.

Selig said the lesson of this picture's experience should prove of value both to the circuit and to Paramount. He accepted his share of responsibility for the film, which tells the story of Jewish refugee children saved from Nazi persecution during the war by Catholic nuns, having been played as the lower half of a double bill, with misleading advertising, in the first instance.



Robert Selig

The Denver *Catholic Register*

(*Continued on page* 4)

Wometco Income Rises 51% for 12 Weeks

Special to THE DAILY

MIAMI, Fla., Oct. 13. — Wometco Enterprises, Inc., reported an increase of 51.6 per cent in its net income after taxes for the 12 weeks ended Sept. 10, over the same period in 1959. Net income after taxes for the 12-week period was $210,702 as compared to $139,019 in 1959.

The interim report for the 12 week

(*Continued on page* 2)

Says Industry Censor Drive 'Frontal Attack'

Special to THE DAILY

BALTIMORE, Oct. 13.—The motion picture industry has launched a "frontal attack" on all censorship requirements, G. Morton Goldstein, chairman of the Maryland board of censors, states in his annual report to Governor Millard Tawes.

Goldstein points out that present efforts "are not as to the content and presentations of any pictures, but rather as to the constitutionality of any law which requires official ap-

(*Continued on page* 4)

Industry Receipts Rose 2.9% in '54-58 Period

From THE DAILY Bureau

WASHINGTON, Oct. 13. — Receipts of the motion picture industry showed a slight increase—2.9 per cent —from $2.35 billion in 1954 to $2.4 billion in 1958, according to the Census Bureau's 1958 census of business. However, all of the increase was in motion picture production, distribution and allied services — including production and distribution for television.

Receipts of motion picture theatres from 1954 to 1958 continued the

(*Continued on page* 5)

REVIEW:

Midnight Lace

Ross Hunter-Arwin Prod.—Universal

IN "MIDNIGHT LACE" Doris Day portrays an American heiress living in current-day London who is driven to distraction by a calculated campaign of terror and intimidation. She is harassed by obscene and disturbing threats against her person on the telephone and by an ominous voice that comes out of the fog one night repeating the intent to do her in. It is truly enough to make a poor girl collapse from fright.

Guessing who the dastardly villain is behind this diabolical plot is going to be the enthralling pastime of an extraordinary number of film-

(*Continued on page* 5)

Resolution Approved

'Questionable' Films, Ads Hit At ITOO Meet

Quigley in Plea for More Women in Industry Posts

Special to THE DAILY

COLUMBUS, Oct. 13.—Opposition to "shoddy and questionable pictures" and "lurid phrases and catch lines" in ads was expressed in a resolution approved by Independent Theatre Owners of Ohio in the closing convention session today.



Martin Quigley, Jr.

At the same session, Martin Quigley, Jr., editor of *Motion Picture Herald*, voiced a plea for the bringing of women

(*Continued on page* 5)

Powell, Cooper Charge Talent Group Monopoly

From THE DAILY Bureau

HOLLYWOOD, Oct. 13.—Expose of monopolistic practices through talent control by the nation's two largest talent agencies, MCA and William Morris, which has been elicited from testimony by Frank Cooper, head of his own agency and

(*Continued on page* 4)

IA Proposals for New Pact Handed to AMPP's Boren

From THE DAILY Bureau

HOLLYWOOD, Oct. 13.—General proposals for the new IATSE contractual demands were handed today to Charles Boren, executive vice-president of the Association of Motion Picture Producers, as a prelude to negotiations scheduled to commence on Nov. 1. The current contract expires on Jan. 31, 1961.

PERSONAL MENTION

HARRY MANDEL, vice-president of RKO Theatres, left New York yesterday for San Francisco and Los Angeles.

•

CARL PEPPERCORN, vice-president and general sales manager of Continental Distributing, Inc., is in Washington from New York.

•

FORTUNAT BARONAT, Universal International director of foreign publicity, has arived in Tokyo from New York on the first leg of a tour of the Far East.

•

J. MYER SCHINE, president of Schine Theatres, has returned to New York from Gloversville and Albany, N. Y.

•

JOE REDDY, Walt Disney Studios director of public relations, has arrived in New York from Hollywood.

•

MORGAN HUDGINS, of the M-G-M studio publicity staff, has left here for Nova Scotia, where he will cover the sailing of the schooner "Bounty" for Tahiti, where "Mutiny on the Bounty" will be filmed.

•

VAN FOX, NBC-TV director, and ED PIERCE, producer, have left New York for Detroit.

•

MAJ. DANIEL ANGEL and ANTHONY HAVELOCK ALLAN, British producers, arrived in New York from London yesterday via B.O.A.C.

•

JUD PARKER, of Embassy Pictures' advertising-exploitation staff, is in Buffalo today on "Where the Hot Wind Blows."

•

HONEY SANDERS, television actress-singer, has left New York for Dallas.

•

LARRY DAVEE, president of Century Projector Corp., has left New York for Worcester, Mass.

gems of showmanship!...
SPECIAL TRAILERS
by national screen service

Receives Quigley Award Plaque



Edward Brunner, third from left, manager of Loew's New Capitol theatre, New York, receives plaque from Eugene Picker, president of Loew's, Inc., as winner of the 26th Annual Quigley Awards Contest as the best showman for 1959 in the large situations category. Looking on are, at left, Ernest Emerling, Loew's vice-president and director of advertising-publicity, and Martin Quigley, Jr., editor, "Motion Picture Herald," and, at extreme right, Sidney H. Rechetnik, editor, Managers Round Table. Brunner won the award as manager of Loew's Valencia theatre, Jamaica, New York City, his previous post with the circuit.

Production, Distribution L.A. Employment Up

From THE DAILY Bureau

HOLLYWOOD, Oct. 13. — Motion picture production and distribution employment in Los Angeles increased during August for the fourth consecutive month, the Security First National Bank's research department reported.

The industry's employment has climbed to its highest point since last February, just prior to the strike of the Screen Actors Guild.

At 24,000, the recent total was two per cent above a year earlier, and at a level which has been reached only rarely, for brief intervals, during the past 12 years.

Contrary to an overall slack in employment, as compared with the record years of the mid-40s, the industry's wages and salaries total more than ever before.

In 1959 payrolls amounted to approximately $300,000,000, or 2.4 per cent of all wages and salaries paid by all employers in the Los Angeles-Long Beach metropolitan area. In 1946, one of the industry's banner years, the total payroll amounted to $280,000,000.

Katz Leaving UAA

Norman Katz, director of foreign operations for United Artists Associated, is resigning effective with the expiration of his contract in March, 1961, it was announced yesterday by Arnold Picker, vice-president in charge of foreign distribution for United Artists Corp., of which U.A.A. is a subsidiary. Katz has held his present position with U.A.A. and its predecessor company, Associated Artists Productions, since 1954.

Small Independents On the March: Cates

By WILLIAM WERNETH

A new hope for the future of the smaller independent film producer was expressed here to MOTION PICTURE DAILY by director Joseph Cates, whose low budget "Girl of the Night" is receiving class "A" distribution in first run houses across the nation.

Cates' Van Guard production, which began its first run in Cincinnati on Columbus Day, is being distributed by Warner Brothers. Made on a $350,000 budget, the film will begin showings in 22 Los Angeles area theatres on Oct. 26 and is set for a New York opening at the Criterion on Nov. 11.

Cates, a veteran of 13 years of tv production described his first film as a psychological examination of the circumstances which motivate an intelligent woman into becoming a call girl and stressed that the picture had not been made for reasons of "overt sensationalism, but rather as an examination of the analytical process.

He went on to say that the fact that his film was receiving first run promotion by a major studio pointed to the fact that there were "no more hard and fast rules in the motion picture business."

Cates said that he believed more young directors, with capable technical background, would take unusual subject matter and make pictures with known stars that would be both different and successful.

"The way is now open to exciting films made on a low budget," he stated. "But new directors must not sit by and wait for it to happen. It is still necessary to gamble, try and fail until success comes. Each successful director makes his own opportunity."

New Crest Studios Are Formally Opened

A press and industry cocktail party launching the formal opening of their new motion picture division was held last night by Crest Studios at their offices and studios at 130 West 42nd Street here.

The company, in business for nine years, recently completed an extensive expansion and remodeling program under the supervision of Joseph G. Aurrichio, president of Crest. Special equipment was also installed to service the photographic needs of the film industry.

Aurrichio has the distinction of being the only member in the photographic field with 25 years of actual motion picture experience.

Wometco Net

(*Continued from page* 1)

period shows gross revenue of $2,979,132; gross revenue in 1959 was $2,315,709. Expenses in 1960 were $2,585,676 as compared to $2,016,789 in 1959.

Net income after taxes for the 36 weeks ended Sept. 10, 1960, amounted to $700,937 against $510,306 for 1959. Gross revenue in 1960 was $8,506,085, with expenses of $7,249,811. In 1959 these figures were $7,056,088 for gross revenue and $,987,689 for expenses.

Depreciation amounting to $452,000 was included as a deduction from income for the 36 weeks ended Sept. 10, 1960, as compared to $347,000 for the same period last year.

Weiss to Hollywood

Nat Weiss, 20th Century-Fox publicity manager, flies to Hollywood today for a series of meetings at the studio with studio publicity director Harry Brand and his staff to coordinate upcoming campaigns on the company's product through the end of the year.

While on the West Coast, Weiss will hold meetings with Eddie Yarbrouh, ad-publicity head of the Los Angeles branch, and with Don Yarbrough, ad-publicity head of the Los Francisco office on the projected promotional and merchandising campaigns for the western openings of the company's top holiday releases.

Cohn on 3-Week Trip

Ben M. Cohn, assistant foreign manager for Universal International Films, will leave here today on a three-week trip to England and the Continent to confer with the company's representatives overseas on final preparations for the December European launchings of roadshow engagements of "Spartacus." Cohn will visit London, Brussels, Frankfurt, Dusseldorf, Vienna, Rome, Barcelona and Paris.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher. Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each publisbed 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under tbe act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Fabian, S.W. Are Lauded in Albany

Special to THE DAILY

ALBANY, Oct. 13.—Fabian Theatres and Stanley Warner Theatres are "demonstrating their faith in the future of downtown Albany" by undertaking commitments of $500,000 or more for the modernizations of the Palace and the Strand, respectively.

So Charles A. Smakwitz, Stanley Warner zone manager for Newark, N. J., and in Albany-Troy-Utica, declared in the principal address at a luncheon given yesterday in the Sheraton-Ten Eyck Hotel by the Urban Development Committee for Downtown Albany. Fifty-two businessmen and press-radio-television representatives attended.

This is believed to be the first time that the "initiative" for an urban development project has been shared by theatre operators.

On 7-Man Committee

Smakwitz, who was appointed a member of the seven-man executive committee to study three development plans submitted by architect-engineering firms and to select one for execution, arranged the luncheon in conjunction with Thomas B. Wheeler, Jr., department store head and committee chairman.

The Stanley Warner Strand will be closed Feb. 15 for six weeks, while work on its interior is underway Smakwitz said.

Zigmond Will Direct 'Oscar' Show Promotion

Jerry Zigmond, Paramount Theatres executive and division manager of American Broadcasting-Paramount Theatres, Inc.'s, West Coast theatres, has been appointed director of promotional activities for the Academy Awards "Oscar" presentation over the ABC Television and Radio Networks Monday, April 17, it was announced by Michael J. Foster, ABC vice-president in charge of press information.

Zigmond has specialized in unique advertising and publicity selling of pictures on theatre screens. He also worked on 3-D pictures.

Zigmond is presently in New York confering with ABC officials. He returns to his Hollywood office next week, to activate plans designed to help get the 1961 "Oscar-cast" the largest audience in Academy history.

Exhibitor Meetings On 'Butterfield' Held

Exhibitor meetings this week in New Orleans, Dalas, Kansas City, and Chicago are mapping out plans for the early November openings of Butterfield 8." Si Seadler, Eastern advertising manager, is in Chicago today after completing sessions in New Orleans Monday and Tuesday, Dalas Wednesday, and Kansas City Thursday.

Jaffe Is Cited in U.S. Bonds Program

In recognition of his achievements in the United States Savings Bonds program, Leo Jaffe, Columbia Pictures first vice-president and treasurer, was awarded a special presentation from the U.S. Treasury Department yesterday. Presenting the award to Jaffe was Sy Gruber, area representative of the Treasury Department.

The citation cited Jaffe "for his achievements in the United States Savings Bonds program, dedicated to the economic strength of the nation and the further independence of its citizens." In addition, a special framed text of the President's Prayer was presented to Jaffe in token of his efforts on behalf of the Treasury Department program.

Atlanta Baptists Say Censorship 'Desirable'

Special to THE DAILY

ATLANTA, Oct. 13.—A resolution praising film censorship as "desirable and essential" was presented by Dr. Louie D. Newton and unanimously approved at the weekly Atlanta Baptist pastors' conference here. Dr. Newton, pastor of Druid Hill Baptist Church, presented the resolution, addressed to the mayor of Atlanta and the alderman board.

It cited "the constructive work of Mrs. E. A. Gilliam (the city's motion picture censor) for the past 15 years," and added: "We are convinced that censorship, as provided under law and wisely administered, is needed to maintain moral and cultural standards of decency in our rapidly growing community."

The resolution was offered, Dr. Newton said, because of the suit announced by Independent Film Importers and Distributors of America to be brought against the city's censorship law. IFIDA has retained the services of the Atlanta law firm of Heyman, Abram and Young.

NT&T Theatre Okayed

An order permitting National Theatres & Television to replace a theatre destroyed in Boulder, Colo., with a new one was signed in New York Federal Court yesterday by Judge Edmund L. Palmieri.

The new theatre is to be built in a commercial building on property upon which NT&T once had a theatre but disposed of and converted under the consent decree.

Academy Elects Mannix

HOLLYWOOD, Oct. 13. — E. J. Mannix, a member of the Academy of Motion Picture Arts and Sciences since its organization in 1927, has been elected to the board of governors of the organization to fill the vacancy created by the recent death of B. B. Kahane. Mannix previously served on the board.

Trevelyan Will Meet With Johnston Today

Special to THE DAILY

HOLLYWOOD, Oct. 13. — John Trevelyan, head of the British Film Censor Board, arrives here today for a 10-day visit which will include an industry luncheon, a series of studio visits and meetings with top level film executives. Trevelyan, who is accompanied by his wife, will be the guest of the Motion Picture Association of America while he is here. This is his first visit to Hollywood.

Itinerary for the Trevalyans tomorrow includes a meeting with MPAA president Eric Johnston, who is here to address the World Newspaper Forum at the Beverly Hilton, a visit to MPAA headquarters for meetings with Production Code Administrator Geoffrey Shurlock and his staff, and a luncheon and tour of Universal-International studios. Weekend activities include a visit to Disneyland and sightseeing throughout this area.

On Monday, Trevelyan will hold a press conference at 10:30 A.M., at the MPAA offices and at noon will be guest at an industry luncheon hosted by Johnston at the Beverly Hilton. Tuesday he visits Columbia studios and Wednesday he will see 20th Century-Fox and attend the premiere of "Spartacus" that evening. On Thursday he visits Paramount studios and will be guest at the press preview of "The Alamo" that night. Friday he is scheduled to visit Warner Brothers studios.

'Spartacus' $31,500 In Nine Performances

"Spartacus" grossed $31,500 for nine performances on a reserved seat basis in its first week at the DeMille Theatre here, Universal reported yesterday. House capacity would have been $32,672, but this was held down by theatre parties.

In a full week "Spartacus" will have ten performances instead of nine, and house capacity will be $36,227. The film started its second week at the DeMille last night while having its midwest premiere at the McVickers Theatre in Chicago. The advance sale at the DeMille continues brisk.

Rating on 'Spartacus' Is Delayed by L.O.D.

The National Legion of Decency reports it will not classify Universal's "Spartacus" until the conclusion of negotiations with the company for an approved rating.

The Legion made the observation in its regular weekly classifications in which Buena Vista's "Ten Who Dared" was placed in Class A, Section 1, and Universal's "Midnight Lace" in Class A, Section 2.

Republic Dividend 15¢

The board of directors of Republic Corp., meeting here Wednesday, voted the regular quarterly dividend of 15 cents per share on common stock to be paid Nov. 15 to shareholders of record Nov. 4.

British Industry Won't Seek Pay-TV Channel

From THE DAILY Bureau

LONDON, Oct. 13. — The Five Trade Associations have decided not to seek film industry control of the prospective third television channel in Britain, it was reported here today. The proposition has been abandoned as "impracticable."

In addition it was learned that a report on toll-tv for the government committee considering whether the pay system should be introduced in Britain is being prepared now by the Cinematograph Exhibitors Ass'n. The report will be given at the November meeting of the CEA general council.

Closer Study of Code Urged by Mrs. Twyman

Special to THE DAILY

DETROIT, Oct. 13.—The industry's answer to the public's demand for "something more worthwhile in the way of theatrical experience in our movie theatres" should be a more careful study by exhibitors of the provisions and intent of the Production Code, Mrs. Margaret G. Twyman, director of community relations for the Motion Picture Association, today told members of Allied Theatres of Michigan at the luncheon session of their 41st annual convention here.

"One current . . . misconception is the assumption that the function and purpose of the Production Code is to guarantee that all films receiving the Code Seal are automatically acceptable for the family audience," said Mrs. Twyman, and she added, "this was never the intent of the Code, nor would it be a reasonable intent. Because we now have greater variety in available film fare our audiences are required to select films more carefully . . . just as most people learned long ago to select books and music. As our films improve and diversify we require a bit more thoughtfulness from our customers."

Twentieth Century-Fox presented a medallion as a public relations citation to Mrs. Harry J. Jarvis, past president and now honorary president of the Motion Picture Council of Detroit.

Henry H. "Hi" Martin, general sales manager of Universal, described forthcoming product of that company.

A cocktail party hosted by Coca-Cola Co. preceded the dinner tonight which brought the convention to a close.

'Alamo' V.C. Benefit

DALLAS, Oct. 13. — The Dallas premiere of John Wayne's "The Alamo," at the Capri Theatre on Oct. 25, will be sponsored by the Variety Club of Dallas and heralded as one of the highlights of the current Diamond Jubilee celebration of the State Fair of Texas. Tickets for the benefit premiere are being sold for $50. The advance sale is reported well over the $50,000 mark.

Cooper, Powell

(*Continued from page* 1)

Dick Powell, president of Four Star Films, in the current FCC hearings probing influence and control of television films, appears to be the most vital information thus far in the hearings scheduled to run through next week.

Cooper, as an example, told how he was squeezed out of representing "The Real McCoys" show by the Morris Office, because the Morris office had the show's star Walter Brennan, under contract and would not release him to another packager agent unless it represented the entire show for which it would receive 10 per cent fee as its sales agent. Powell stated that MCA had put a roadblock on his obtaining services on Joan Crawford, although she is now slated to appear in a Four Star segment.

Network participation - in - profits deals in exchange for financing pilots, in addition to 10 per cent bite of gross revenues for agencies acting as sales representative was also emphasized by Ozzie Nelson, head of Four Star's Stage Five productions.

Md. Censor Report

(*Continued from page* 1)

proval before presentation to the public."

He notes that while nearly all states formerly exercised some control, only four states and a number of cities do so today.

Referring to successes scored by the industry against censorship, Goldstein states, "past cases have been a series of defeats for pre-censorship of motion pictures. The law stands shorn of much of its power while we anticipate future court action."

He deplores horror films and regrets, in his report, that no valid law has yet been devised to combat the effects of horror films on youth.

NLRB Ruling

(*Continued from page* 1)

jurisdiction for studio musicians in the recent NLRB election with exception of U-I, due to MGA's challenge of 24 votes after the election favored AFM by a vote of 97 to 85.

NLRB notified each that 12 ballots have been sustained and 12 overruled. The overruled ballots are expected to be opened and counted within the next week if there are no protests. One favorable vote would give AFM sole bargaining rights. If MGA wins all 12 ballots the tie would necessitate another NLRB election to determine the bargaining agent for U-I.

CEA Warns

(*Continued from page* 1)

clared "its firm conviction that under such circumstances we have no alternative in the protection of our Irish members but to regard such producers and distributors in the same position as those who sold out to television in Britain."

Personal Product Ads, Movie Trailers, Post-'48s of Concern to TV Code Board

Special to THE DAILY

ATLANTA, Oct. 13.—The three greatest areas of concern to the Television Code Review Board of the National Association of Broadcasters, are personal product advertising, movie trailers and post-'48 feature films, Robert W. Ferguson, vice-president and general manager of WTRF, Wheeling, W. Va., will say in a speech prepared for delivery here tomorrow.

Ferguson will review Code activities for the television session of the NAB fall conference in the Biltmore Hotel.

He will commend the work of the Code's personal product subcommittee, saying "There has been a decided interest by the viewing public in some personal product advertising and the Subcommittee, in addition to working for improvement of presentation where such need existed, also reassured manufacturers and retailers that the effort was affirmative and not negative. There have been some improvements made in commercials of this nature and most certainly others will follow this fall and winter as the television year progresses.

Reception Better

"Our reception at the agency and advertiser level has improved greatly. In its early days, the Code had difficulty in getting its points over to the agencies, or even getting to see top executives . . ."

Ferguson will say of movie trailers, or commercials promoting a local theatre's present, or future, film attraction: "Some of this stuff in the past has been exceptionally violent or overly-sexy or, at best, quite suggestive. We have no control over, nor should we have any control over, what is exhibited in the movie houses of our coverage areas. But, when it comes to promoting those exhibits over our facilities, we have to be careful what we accept. So, look these offerings over with care. If you can't do it, be sure some responsible staff member does. If you are in doubt, ask your closest Code office for an opinion. You will get it fast and at no charge."

Would Screen Post-1948's

Ferguson will also advise the broadcasters to screen post-1948 feature films, some of which already have been released to television. "This is not to discredit this material, for certainly the great percentage of it is acceptable television fare, but, remember some of it raised a few eyebrows when exhibited in the theatre."

In a speech delivered here today G. Richard Shafto, a member of the NAB policy committee, said that recent government actions affecting radio and television "go in the direction of emancipating broadcasters" from too rigid controls.

Sees Greater Responsibility

At the same time he cautioned that this new freedom enlarges the responsibility of individual broadcasters to make sure they are "conversant with the needs of the comunities they serve."

Crowell-Collier to Buy Station WMGM

Crowell-Collier Publishing Co. plans to buy radio station WMGM here from Loew's Theatres for an estimated $10,000,000 to $11,000,000. The transaction reportedly was approved earlier this week by the boards of both companies.

The deal would involve purchase of Loew's Theatres Broadcasting Corp., a subsidiary of Loew's Theatres, by Crowell-Collier's subsidiary, the Crowell-Collier Broadcasting Corp. The latter operates radio stations in Los Angeles, San Francisco and Minneapolis and has a contract to purchase a radio station in Washington, D.C.

In addition to numerous details which remain to be worked out before the deal can be consummated, it also requires approval of the Federal Communications Commission and of Loew's Theatres stockholders.

Ad-Pub Unit Reaffirms Desire for Symposium

The advertising-publicity directors committee of the Motion Picture Ass'n. yesterday reaffirmed its desire to meet with representatives of the Screen Producers Guild and Theatre Owners of America in a symposium on newspaper advertising.

Martin Davis, chairman of the committee, reported to the group at its regular monthly meeting here yesterday, that interest in the proposal had been indicated by both organizations but a time and place is yet to be settled upon. The ad-pub unit, he said, is willing to go anywhere at any time to discuss criticism of films ads expressed at the TOA convention in September.

Davis also reported on results of a meeting with a newspaper representative that is to be the first in a series of get-togethers in New York with key industry people and visiting editors and publishers. The first was held with Clyde Gilmore, motion picture editor and critic of the *Toronto Telegram*, who told the ad-pub representatives he would like to get more film material than he now receives and also to have it earlier. "This was a very useful meeting," Davis said. Invitations have now been extended to other out-of-town editors.

Charles Levy, co-chairman of the ad-pub committee, reported on his trip to Pittsburgh to check on the Compo-Marcus merchandising plan there. He said he had found exhibitors most coopcrative and that they were stepping up their ad budgets beyond their commitments.

Photographers Abandon 'Runaway Film' Boycott

From THE DAILY Bureau

HOLLYWOOD, Oct. 13. — International Photographers Local 659 has abandoned its earlier plans to picket "The World of Suzie Wong" and "The Counterfeit Traitor" in protest against so-called "runaway productions." Both films were made abroad.

The union has indicated that the whole subject of "runaway productions" will be made a part of new IATSE studio unions' contract negotiations scheduled to get under way later this year.

Decision to abandon picketing and boycott plans reportedly was influenced by the union's realization that the companies frequently have little to say about where their independent producer-associates will make their pictures, or where those who star in them want to work. Another factor is believed to be the action of two major companies in inducing independent producers to make two pictures here which had been planned for abroad earlier.

Local 659 also authorized Herbert Aller, its business representative, to confer with Internal Revenue Service and senators in Washington on tax considerations which have encouraged some production abroad.

'Conspiracy' Soars

(*Continued from page* 1)

praised the picture and contended that it would have received more of the public support it deserved had been handled differently on its first downtown Denver engagement. Selig contacted the paper and acknowledged that mistakes had been made in presenting and advertising the film. Out of the discussion came a suggestion that it be re-booked at the same theatre for three days and advertised differently.

"We had a tremendous reaction from the public," Selig said. "We received over 100 commendatory letters, none of which had the appearance of having been anything but spontaneous.

"We can use this experience beneficially in the future, and so can religious and social groups, and Paramount, too."

'Great Lesson,' Says Prelate

Very Rev. Monsignor John J. Cavanagh told Selig the experience had taught his people a "great lesson."

"Instead of standing on the sidelines," he said, "we can be partners with you when worthy films come along."

Selig said Fox Intermountain will replay "Conspiracy of Heart" in the new way in all situations. However, a locked booking previously made prevented the picture from being kept in the Ogden, despite the substantial business it was doing.

"I don't want to tell Paramount how to run its business," Selig said, "but if it is ingenious enough we could take that picture back into theatres all over the country."

ITOO Meeting

(*Continued from page* 1)

nto the field of theatre management s well as into production and advertising, saying "We have too long eglected the women's point of view n making and selling pictures.

Quigley also said that exhibitors hould convince newspaper editors hat they should have strong, readble film pages. "No producer," he aid, "should make a picture unless e has a plan for selling that picture."

Would Refuse Exhibition

The ITOO resolution criticizing questionable' pictures and advertising expressed "unalterable opposiion" to censorship by any governnent body and asked members to efrain from showing objectionable ictures and using the "lurid phrases."

Jerry Evans, eastern promotion anager for Universal, said "produer Ross Hunter has restored missing reen glamor in a picture like "Midight Lace." He said exhibitors may ant to use a plan of "no seating in nal 10 minutes" of the film to stress ne suspense. He showed a five-minte Doris Day-Irene fashion reel vailable to theatres for showing to omen's clubs, etc., or in theatres, nd cited nine major merchandise tieis available for the picture, plus ven recordings of title song.

Ferguson Lauds Merchandising

Robert Ferguson, Columbia advertising-publicity manager, said "merandising is the lifeblood of the usiness" in telling of the campaign n "Three Worlds of Gulliver." eavy selling is directed to supernamation as the "star of the picre. Radio and tv spots will be used tensively, plus a float in Macy's ew York Thanksgiving Parade, also re-Christmas exchange center parfes for children of radio, tv and ewspaper representatives.

Manny Pearson, 20th Century-Fox eld representative told of a cross-ountry bicycle tour of a man and oman going to Alaska to be married advance stunt for "North to laska." He placed heavy emphasis n the selling power of the Johnny orton title song recording.

Newspaperman Comments

Mel Tharp, Columbus Dispatch dvertising director, said "if it's true at only adult pictures do business, nen America is in worse shape than think it is." He added, "when you ar children, you bar your future stomers." He advocated more use color ads in newspapers including ne-color ads in small towns.

The convention defeated a resoluon proposed by Al Bourdouris, of oledo, which opposed the industry's nti-toll-tv fight.

Among the resolutions passed was ne asking National Screen Service reconsider its decision to conolidate the Cleveland and Cincinnati fices.

Earlier, convention delegates heard eorge Kienzle, director of Ohio State niversity school of journalism, advocate continuing study of motivational research by the industry to find ways of expanding its audience.

William Mnich, president of station WMNI here, lauded radio as the most potent ad tool to attract business.

Frederick Wirt, associate professor of government at Denison University, offered the opinion that the British film classification system "might be the only form of censorship law which would be upheld by the U. S. Supreme Court. Asserting that the strongest argument against censorship is that experts "can find no relationship between pictures and juvenile delinquency," he urged exhibitors to become "weekend lobbyists" against censorship by conferring with their legislators and acquainting them with the anti-censorship side.

The convention elected all officers, Marshall Fine, president; F. W. Huss, Jr., first vice-president; Jack Armstrong, second vice-president; Milton Yassenoff, treasurer, and Ken Prickett, executive secretary. Four new members were elected to the board of directors, Louis Ratner, Akron; Jack Haynes, Cincinnati; Olen F. Martin, Bucyrus, and Herbert Solomon, Findlay.

Midnight Lace

CONTINUED FROM PAGE 1

goers in the next few months. Nor will these bewitched patrons necessarily be just mystery fans or devotees of the lovely Miss Day. A desire on the part of almost anyone simply to be entertained by a good show is sufficient to insure enjoyment of "Midnight Lace."

Those most delighted, however, will be ones who like to play the game of "who killed (or tried to kill) cock robin?" The suspects are plentiful. Could it be handsome John Gavin, as a suspicious construction engineer working next door to the house in which the heroine resides? Could it be Roddy McDowall, the shifty-eyed son of her maid? Could it be Natasha Parry, her charming next door neighbor? Or Myrna Loy, her visiting aunt? Or Herbert Marshall, a business associate?

Or—heaven forbid—could it be suave Rex Harrison, the lady's adoring spouse of three months?

Obviously it is one or more of these people, and Ivan Goff and Ben Roberts, who wrote the script from a play by Janet Green, throw out plenty of false clues along the way. At one time or another there is reason to suspect everyone. There is also implied the horrible thought that the heroine might really be out of her mind. Fortunately this theory is discarded before the end. In a nail-chewing climax the responsible parties are unmasked.

As can be seen "Midnight Lace" does not supply what is exactly a new situation in the mystery genre, but it has been put together with so much talent and finesse that it almost does seem unique. Ross Hunter and Martin Melcher have given it an opulent production in Eastman Color, and they have dressed Miss Day is some stunning new gowns by Irene that supply a sideshow for female patrons in themselves. David Miller has directed the whole business so that it moves like a well-oiled machine.

There is nothing mechanical about the actors, however, all of whom perform with zest and style. As the hapless heroine Miss Day puts on a really amazing display of fear and hysteria, and Harrison is smooth and ingratiating as her spouse. Miss Loy provides a needed touch of humor, and Gavin is fine in spite of the necessity to struggle with a phony British accent. All the others behave in the circumspect manner required to keep the audience guessing in mystery films.

Incidentally, "Midnight Lace" is old-fashioned in one pleasant aspect. This involves the reasons the criminal acts as he does, which these days are usually attributed to some weird neurosis. This time the motive is simply avarice. All the fellow wanted was the heroine's dough.

Running time, 108 minutes. Release, in November.

RICHARD GERTNER

Industry Receipts

(*Continued from page* 1)

downward trend of the last decade, having decreased 16.7 per cent from $1.4 billion to $1.2 billion. The total number of motion picture theatres dropped in that period from 18,491 to 16,354, although a small increase was registered in the number of drive-in theatres.

In 1958, the census reports, there were 12,291 four-wall theatres, down from 14,716 in 1954. Their total receipts came to $938,164,000 as against $1,179,371,000 in 1954—a drop of 20.5 per cent. Over the same period, payrolls declined 9.3 per cent to $224,423,000.

Concurrently, the number of drive-ins went from 3,775 in 1954 to 4,063 in 1958. Their receipts rose 29.9 per cent, from 1954's $227,780,000 to $233,619,000. Payrolls, however, rose 11.5 per cent to $47,038,000.

In 1958, there were 3,191 establishments engaged in all aspects of motion picture production, distribution and services, including for television, up from 2,352 in 1954. Over the four-year period their total receipts showed a rise of 32.2 per cent.

Ad Criticism

(*Continued from page* 1)

advertising criticism an instance of a report to the motion picture advertising code administrator by the director of advertising acceptance for one of the largest newspapers in the country that he had received a "flood" of letters denouncing film advertising as "unfit for human consumption."

Subsequent investigation revealed that the "flood" turned out to be 16 letters, Johnston reveals. He adds that a subsequent examination by the newspaper of some 3,500,000 letters received in 1959, only 19 were critical of film advertising.

All Advertising Submitted

"All our members submit their advertising to our advertising code," Johnston relates. "When it is approved, this advertising should, I think, be considered as reasonably acceptable to reasonable people."

Johnston also scores those who make blanket condemnations of film content and those who contend that some American films should not be exported and that others should go overseas only after having been censored.

Cites Popularity in Africa

As for those who would bar or censor exported films, Johnston says, "If we listened to this advice, we'd scarcely have any films to send anywhere. And this, leaders in Africa tell me, would be a loss to them and to us. What their people learn from our films, right across the board, is that we are a free country—free to examine our weaknesses as well as our strengths. Can there be any more powerful lesson of what America means than this?"

Johnston asserts that "There is no other American communications medium that travels so extensively throughout the world, reaching so many vast millions of persons with such vivid impact and influence" as the American motion picture. He estimated the average attendance at American films around the world at "upward of 250 million a week."

'Overwhelmed by Responsibility'

"When we stand back and look at the size of our audience, at home and abroad, we sometimes feel overwhelmed by the responsibility that we know is imposed upon us by this truly world-wide medium," he asserts.

He notes that in appraising how the industry has met its responsibility it must be conceded that "Some of our pictures convey another impression—a view of the grosser and sordid aspects and values in our society," and says he would have no one in the industry "escape responsibility for such aberrations."

Johnston says films will take their place with the other great mass media in going in the direction of raising and sustaining Man's hopes, not in demeaning them.

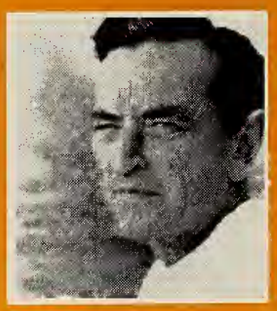
ON THE EVE OF THE
PRODUCER'S DEPARTURE
FOR LOCATION,
COLUMBIA PICTURES
EXTENDS "GOOD WISHES
FOR GOOD SHOOTING!"
TO

SAM SPIEGEL
THE PRODUCER

DAVID LEAN
THE DIRECTOR

(MAKERS OF "THE BRIDGE ON THE RIVER KWAI")





AND LOOKS FORWARD
EAGERLY TO THEIR
MAMMOTH PRODUCTION
OF

"LAWRENCE OF ARABIA"

BEFORE
THE CAMERAS
JANUARY 2, 196

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 74 NEW YORK, U.S.A., MONDAY, OCTOBER 17, 1960 TEN CENTS

Marcus Cohn Elated

FCC Unit Asks Firm Stand on Pay-TV Issues

Lists Points for Probing At Commission Hearing

By E. H. KAHN

WASHINGTON, Oct. 16. — The Federal Communications Commission's Broadcast Bureau—which has the status of another lawyer in matters before FCC—has urged the commission not to modify the issues in the Hartford (WHCT) pay-tv case. In so doing, however, the Broadcast

(*Continued on page 6*)

N.J. Allied Ready to Act on Availabilities

Allied Theatre Owners of New Jersey has reactivated its long dormant Emergency Defense Committee to aid in dealing with the organization's stepped up campaign against delayed availabilities in its north Jersey territory, Sidney Stern, New Jersey Allied president, disclosed on Friday.



Sidney Stern

The committee has held two meetings under the chairmanship

(*Continued on page 2*)

Legion Convention to Act on Films This Week

Special to THE DAILY

MIAMI BEACH, Oct. 16. — The National Americanism Commission of the American Legion is considering proposed resolutions aimed at motion pictures on which known Com-

(*Continued on page 3*)

TELEVISION TODAY—page 4

Across-the-Board 25% Wage Raise, Other Benefits, Sought by IATSE

By SAMUEL D. BERNS

HOLLYWOOD, Oct. 16.—A general wage increase of 25 per cent across the board, royalty payments for televising post-1948 pictures on free tv or pay-tv, and a ban on foreign runaway production highlight the general proposals for a new bargaining contract of IATSE and basic crafts unions with the motion picture producers.

International representative George J. Flaherty submitted the proposals to all motion picture producers on behalf of the IATSE and the AFL-CIO basic crafts unions, which was result of the work of three committees composed of business representatives of IA and the basic crafts unions. The "industry general proposals" were approved for submission by all committees and business representatives of IA and basic crafts unions following

(*Continued on page 6*)

Unlimited Budget For 'Lawrence'

By SIDNEY RECHETNIK

(Picture on Page 5)

If a motion picture "hits every country in the world" and there being no reason why a good picture shouldn't do so, then there is no ceiling on its potential earning powers, according to producer Sam Spiegel.

Spiegel believes he has just such a picture in his forthcoming production of "Lawrence of Arabia," for which

(*Continued on page 5*)

Mundstuk, Wall Are Promoted by MGM

Jack Mundstuk has been promoted to Washington, D. C. branch manager and Paul L. Wall has been promoted to Buffalo branch manager in two appointments announced at the weekend by Robert Mochrie, Metro-Goldwyn-Mayer general sales manager.

Mundstuk, who has been Buffalo

(*Continued on page 5*)

Levine to Continue Exploitation Push

Joseph E. Levine said here Friday that, despite the high costs of film distribution, he has no intention of becoming involved in the physical handling of his films.

Instead, the Embassy Pictures head declared he plans to build "the greatest force of advertising, publicity, exploitation and field men in the business." He pointed out he has built his reputation on elaborate and expensive promotion campaigns and will con-

(*Continued on page 4*)

AFM Asks Oct. 26 Meet with Producers To Commence New Contract Negotiations

From THE DAILY Bureau

LOS ANGELES, Oct. 16.—Oct. 26 in Los Angeles was nominated here as the time and place for commencement of contract negotiations with the major motion picture producers by Herman Kenin, president of the American Federation of Musicians.

Immediately after the National Labor Relations Board's certification, Sept. 23, of the AFM as bargaining agent by virtue of its election choice over the Hollywood Musicians Guild, Kenin wrote Charles S. Boren, executive vice-president of the Association of Motion Picture Producers, asking agreement on talks "as soon as possible."

Boren's acknowledgement, dated Oct. 11, was received Friday and was promptly replied to by Kenin. The producers have indicated their satisfaction with Los Angeles as the meeting place.

"We wish to conclude a contract for our musicians without delay," Kenin reiterated. "Los Angeles is an appropriate site for the negotiations because that is the chief employment center of the film industry."

Accent Pre-Selling

Mulvey, Taylor Head Up New Film Company

Griesdorf, Hutner Officers; Set First Three Releases

(Picture on page 3)

Another source of product for exhibitors clamoring for an increased supply of box office attractions became an actuality last week with announcement of formation of Beaver-Champion Attractions, Inc.

James A. Mulvey, who for many years was president of Samuel Goldwyn Prods., is president of the new company; N. A. (Nat) Taylor, well known Canadian circuit operator and film distributor, is a vice-president; David Griesdorf, veteran Canadian

(*Continued on page 3*)

Reiner Joins UAA As Foreign Operations VP

Manny Reiner is joining United Artists Associated as vice-president in charge of foreign operations it was announced at the weekend by Arthur B. Krim, president of UAA and of United Artists, of which UAA is a subsidiary.



Manny Reiner

Reiner will be responsible for sales of all UA and UAA television product throughout the world, except for the United States. Included are the War-

(*Continued on page 4*)

Attorneys Retire from Viking Case in Phila.

Special to THE DAILY

PHILADELPHIA, Oct. 16.—Plaintiffs' attorneys in the anti-trust suit brought by the Viking Theatre here against Stanley Warner Corp., William Goldman Theatres and major

(*Continued on page 3*)

Jersey Allied

(*Continued from page* 1)

of William Infald in as many weeks in association with the Jersey Allied board of directors.

"Our members want to get going and do something about a situation that is becoming progressively worse, that has forced some of our members out of business for lack of playable product and which threatens to do the same to others."

Stern said Jersey Allied members were briefly encouraged by recent 20th Century-Fox announcements that a five-man sales cabinet had been formed to assist C. Glenn Norris, general sales manager, in handling field problems, and also that "Can-Can" would be made available in 35mm to every town simultaneously with its Todd-AO engagements.

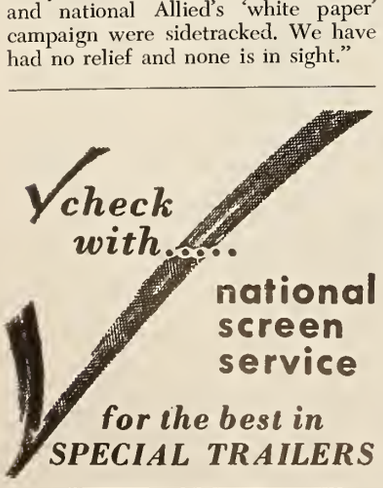
"We thought this was a turning-point," Stern said. "But when we got in touch with the 20th-Fox sales cabinet member having jurisdiction over our territory to inquire about the availability of 'Can-Can' to our members in 35mm, he didn't know what we were talking about. We were told he could do nothing for us."

Also Seeking 'Campobello'

Stern said Jersey Allied's EDC then wired Norris describing their experience and asked if he could give them any information on 35mm "Can-Can" availability in the Jersey territory. He said the same inquiry is being made of Warner Bros. concerning "Sunrise at Campobello," which will conclude its hard-ticket policy in New York City next month.

He added that a Jersey Allied member also will file suit this week attacking the release system which results in the delayed availabilities.

"We have no other alternative," he said, "and we must do something about the hard-ticket situation. We also feel we have been let down by ACE (the American Congress of Exhibitors). It has promised us summit conferences on our difficulties for many months, during which our EDC and national Allied's 'white paper' campaign were sidetracked. We have had no relief and none is in sight."



PERSONAL MENTION

BURTON E. ROBBINS, president of National Screen Service, has returned to New York from London.

•

MORTON A. SPRING, president of M-G-M International, has returned to New York from Munich, where he attended the premiere of "Ben-Hur."

•

ED MECK, publicity director for Disneyland Park, has arrived in New York from the Coast.

•

SAM HART, of the Allied Artists home office publicity and exploitation staff, has become a grandfather with the birth of a son at Booth Memorial Hospital, Queens, to his daughter-in-law, MRS. DONALD J. HART.

•

BURT HIRSCHFIELD, of the M-G-M home office advertising-publicity department, has arrived in Cincinnati from New York.

•

JAMES VAUGHN, assistant to FOSTER HOTARD, official of Georgia Theatres, Atlanta, is recuperating at his home there following surgery.

•

WALTER BERGMAN, supervising film editor for Bill Sturm Studios here, was married yesterday to JOY COHEN, buyer for Gertz Department Stores.

•

JAMES V. FREW, Southern district manager for Continental Distributing, Inc., has left Atlanta for Dallas.

WALT DISNEY is in his home town of Marceline, Mo., where yesterday he participated in ceremonies dedicating the Walt Disney Elementary School, named in his honor.

•

DOM CAPANO, vice-president of Cinema Supply Corp., and MRS. CAPANO have returned to New York from Europe.

•

GERTRUDE BROOKS, fan magazine contact at 20th Century-Fox, will leave here today aboard the "Niew Amsterdam" for a Caribbean cruise.

•

FRANK P. ROSENBERG, producer of Marlon Brando's "One-Eyed Jacks" for Paramount, has arrived in New York from Hollywood.

•

WILLIAM PEARLBERG and GEORGE SEATON, producer-director team, will return to New York today from London.

•

DON VELDE, head of Don L. Velde Enterprises, and MRS. VELDE returned to New York on Saturday from Europe.

•

LLOYD C. YOUNG, head of the producing organization bearing his name, will leave New York today for London.

•

JOE PASTERNAK, producer of "Where the Boys Are" for M-G-M, will arrive in New York today from Hollywood.

Princess Margaret To Attend 'Spartacus'

Princess Margaret will head the list of guests attending the first overseas roadshow opening, a charity premiere, of "Spartacus" at the Metropole Theatre in London, on Wednesday, Dec. 7. The performance is to be sponsored by the St. John Ambulance Brigade, one of England's leading charitable organizations.

Among others who will be present at premieer will be star Kirk Douglas; Milton R. Rackmil, president of Universal, which is distributing the film throughout the world, and Americo Aboaf, foreign general manager and vice-president of Universal International Films.

'Storm' Opens Oct. 28

"September Storm," in StereoVision, will be the next attraction at the Paramount Theatre here, opening on Oct. 28. Film is a 20th-Fox release.

ASCAP East Coast Meet Set Here on Oct. 27

The bi-annual East Coast meeting of the general membership of the American Society of Composers, Authors and Publishers will take place on Thursday, Oct. 27, at the Hotel Waldorf-Astoria here, Stanley Adams, ASCAP president, announced.

The meeting will be held in the Sert Room and will begin at 2:30 P. M.

Reports will be given by the president, treasurer and chairman of the executive committee.

WB Engages Weismann

Sam Q. Weismann, advertising design specialist formerly associated with the Monroe Greenthal agency and 20th Century-Fox, has been engaged by Warner Brothers as creative advetrising art director. He will make his headquarters at his own New York studio.

20-Fox 'Holders Meet On Land Deal Today

Stockholders of 20th Century-Fox are expected to give approval at a special meeting here today of the deal for Webb & Knapp to acquire studio property in Beverly Hills, Calif.

The all-cash agreement with the William Zeckendorf company calls for payment of $43,000,000, with $5,000,000 as a down payment already received by 20th-Fox. The new deal supersedes a pact of May, 1959, under which Webb & Knapp contracted to buy the studio property for $56,000,000 payable over a 10-year period.

Balance to Be Paid on Closing

With stockholder approval given, closing of the new deal is to be no later than six months from last Aug. 1. Zeckendorf will pay 20th Century-Fox the $38,000,000 cash balance on closing.

Under the agreement Webb & Knapp will lease back to 20th-Fox approximately 75 acres of studio land at a net rental of $1,500,000 a year. Lease back of the studio portion of the property is for 50 years with renewal options for 49 more years and the right to sublet the property.

Compo Ad Says Code Achieves Its Purpose

The Production Code achieves its purpose of satisfying reasonable people, it is asserted in Compo's latest advertisement in *"Editor & Publisher."* The advertisement, No. 121, in the Compo series, is headed: "For Reasonable People," and says, in part:

"Nobody can please everybody.

"What we have done is to adopt a set of ethical and moral standards . . . the Motion Picture Production Code that has been operating for 30 years.

"Movies approved under the Code should be reasonably acceptable to reasonable people.

"It enables the producer to make pictures so that millions of persons the world over may see them with enjoyment . . . and without offense.

"We think the Code achieves this purpose . . . and that it does what it sets out to do."

Multiple 'Reef' Bow

"Secrets of the Purple Reef," 20th-Fox release, will bow in a saturation engagement in the Los Angeles area on Oct. 26.

FOR SALE

For sale 2,500 Theatre chairs. Call Twining 8-7380 or write to Circuits Construction Corp., 82-24 Northern Boulevard, Jackson Heights, Long Island.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

Theatre Circuits in Cuba 'Nationalized' by Castro

From THE DAILY Bureau

WASHINGTON, Oct. 16. — U.S. motion picture theatre circuits in Cuba have been included by Fidel Castro in his nationalization program affecting all large scale industry. Efforts at the weekend to obtain names of the circuits involved were unavailing.

Legion Meet

(*Continued from page* 1)

nunists or those cited for contempt of Congress for refusal to disclose whether they were or had been Communists, were employed.

This was disclosed by Edmund G. Lyons of Clifton, N. J., chairman of he Commission, who, however, refused to divulge any specific information on the nature of the action which may be taken. Should it be in the form of a resolution, its contents may not be known until Wednesday or Thursday, closing day of the convention, when resolutions are scheduled o be acted upon.

Prior to the convention, National Commander Martin B. McKneally had said he expected that motion pictures would be dealt with, particularly in respect to the charge made last summer by the American Legion Department of California that major film companies and independent producers were violating their "Waldorf Agreement" and have given direct and indirect "assistance to the international Communist conspiracy."

Commanders Contacted

In a letter to post commanders last summer McKneally suggested that they might wish to conduct a campaign of information locally in connection with the Legion's earlier protests against "Spartacus" and "Exodus," which were scripted by Dalton Trumbo, and "Inherit the Wind," scripted by Nedrick Young.

Attorneys Retire

(*Continued from page* 1)

istribution companies withdrew from he case after three days of trial last eek after defense attorneys disclosed a possible conflict of interest.

The new counsel for Viking asked nd received a postponement of the ase until Dec. 12 or May of 1961.

The development occurred when V. Bradley Ward and Louis Nizer, ounsel for defendants, brought to he attention of Judge John W. Lord hat Harold Kohn, plaintiff's attorey, also at the same time was repesenting Goldlawr, Inc., a corporaon owned by William Goldman, in ourts here and in New York. Aaron ine, another attorney for the plainff, also withdrew from the Viking ase.

Defense counsel said no impropriety was involved but there was a ossibility of conflict of interest.



FORMING A NEW company, Beaver-Champion: James A. Mulvey, Meyer M. Hutner, David Griesdorf and N. A. (Nat) Taylor.

Mulvey, Taylor Head Company

(*Continued from page* 1)

distribution and theatre executive, vice-president; Meyer M. Hutner, who resigned as vice-president of William Goetz Productions, is vice-president in charge of advertising-publicity; Harry S. Mandell, Toronto film executive, treasurer, and Stephen W. (Bud) Mulvey, son and business associate of James Mulvey, secretary.

The new company will specialize in showmanship pictures backed by big-budget merchandising campaigns, Mulvey told a luncheon press conference at the Four Seasons on Friday. Its first three releases have been selected on the basis of suitability of their stories for mass audience acceptance, he said. They are:

Films Described

"David and Goliath," an Italian-made spectacular with a cast headed by Orson Welles, in Totalscope and Eastmancolor, now in release in Italy and France. The English version is being edited at the Samuel Goldwyn studios in Hollywood and will be ready for release in February.

"Sins of Rasputin," in Totalscope and Eastmancolor, with a cast headed by Edmund Purdom, Gianna Maria Canale and John Barrymore, Jr., also being prepared at the Goldwyn studios.

"Uncle Was A Vampire," comedy in Ultrascope and color by Technicolor, co-produced in Italy and France, also being prepared at the Goldwyn studios.

Seeking More Pictures

Mulvey said negotiations for acquisition of additional films having unusual box office potentialities are in progress and the company plans to supply a regular flow of major features. He emphasized the experience and success in recognizing box office hits of his associates, especially Taylor and Griesdorf, and noted that the new company is substantially financed, permitting it or its individual associates to conclude deals for promising product without delays.

In addition, he said Beaver-Champion will participate in co-production arrangements and will help finance production on the basis of packages submitted by independent producers.

Taylor said present-day audience selectivity has made the word "product" outmoded. "Today what we must have is 'attractions'," he said, explaining why the word was made a part of the new company's name.

"Theatres have to specialize to meet today's audience taste. Thus they must have 'attractions,' not merely 'product.' I feel we are qualified to find these attractions. I get daily reports from 60 theatres, for example. I don't rely on isolated opinions of whether a picture is good or not. I watch the box office results and they tell you unerringly whether a picture is good or bad. You can't get closer to your audience than your box office."

Will Form Ad Division

Hutner said the new company will concentrate on pre-selling and promotional activities of a major character, with many of the properties being given the "Hercules"-type treatment. Principals of the new company were partners with Joseph Levine in the distribution of "Hercules." He said the company will establish its own publicity, advertising and exploitation departments under his supervision, and will prepare its own trailers, radio spots, press books, accessories and advertising.

Jacobs Appointed U.A. Omaha Branch Manager

Eugene A. Jacobs has been appointed branch manager of United Artists' Omaha-Des Moines exchange, it was announced by James R. Velde, UA vice-president in charge of domestic sales.

Jacobs will headquarter in the Des Moines office. He was formerly UA Pittsburgh sales manager. He replaces Donald McLucas, deceased.

'Song' Dates Big

William Goetz' "Song Without End," the story of Franz Liszt, is doing top business in both Los Angeles and Boston, according to Columbia. At the Stanley Warner Beverly Hills on the Coast, it has grossed a huge $35,159 in the first two weeks of its run. At the Kenmore Theatre in Boston, it did $27,600 in its first two weeks. In addition, the opening day of the third week is higher than for the two previous weeks.

Drive for Campaign Donors Starts Today

Today is the kickoff date of the Motion Picture Industry Nonpartisan Campaign for the 1960 Elections. This morning, employees in production and distribution will be personally contacted by fellow members of their departments with the industry's message.

Campaign literature and contribution envelopes for the collection of the funds for both parties will be distributed to more than 18,000 industry employees.

Expect to Dedicate V.C. Disney Well Christmas

Officers of Variety Clubs International ended their annual three-day mid-winter meeting here at the Warwick hotel over the week-end after a session of reports from committee heads at Friday's afternoon business meeting.

International Chief Barker Edward Emanuel reported that work is now underway on the Variety Club's Wishing Well in Disneyland with dedication expected to take place over the Christmas holidays. George Eby of Pittsburgh has been named coordinator for the event with Walt Disney and John H. Harris.

It was also reported that Variety Clubs will only hold four regional meetings this year instead of the six formerly held. These will be in Los Angeles, to coincide with the Disneyland dedication, Chicago, New Orleans and Philadelphia.

Group Insurance Planned

The initiation of a group insurance plan for all barkers was introduced, but no definite details have yet been announced.

William Koster of Boston told the meeting that a new format had been devised for the presentation of Heart Campaign reports by individual barkers at the next convention to be held in Miami in April. Tracy Hare of Miami noted that many tents were preparing to switch their efforts in favor of new and more needy charities.

Edward Shafton of Omaha gave a report on the activities of the Humanitarian Award Committee and George Hoover of Miami stated that the forthcoming Miami convention was expected to be one of the heaviest attended by the members. He also said that plans were underway for the 1962 convention in Dublin.

Robert E. Kaufman Dies

REDDING, Conn., Oct. 16.—Robert E. Kaufman, owner and president of Rialto Service Bureau, New York, and for nearly 40 years identified with the legitimate and motion picture theatre industries, died suddenly here at the age of 65. He is survived by his wife, Marion; two sons, Walter and Robert, and a daughter, Mrs. Irene Danehy.

Television Today

Reiner to UAA

(*Continued from page* 1)

ner Brothers features and cartoons, Popeye cartoons, such half-hour series as "Miami Undercover," "The Vikings," "The Troubleshooters," "The Dennis O'Keefe Show," and "Hudson's Bay," and other motion picture features and shorts.

Reiner has resigned as executive vice-president of Galaxy Attractions, where he has been working with Milton Gordon for the past two years, an association that began at T.P.A., where Reiner was vice-president of foreign operations. Previously he had been foreign manager for Samuel Goldwyn Productions and for the David O. Selznick organization.

His background in television and motion pictures also includes executive positions with Louis G. Cowan and with Paramount, M-G-M and Warner Brothers. During the war he was films officer for the Office of War Information abroad. He will take up his new duties at UAA on Oct. 24.

NAB Will Send Tower To Pay-TV Hearings

From THE DAILY Bureau

WASHINGTON, Oct. 16. — The National Association of Broadcasters said on Friday that Charles H. Tower, its vice-president for television, will represent the NAB at the forthcoming Hartford pay-tv hearings before the Federal Communications Commission.

The NAB television board of directors earlier reaffirmed NAB's position against the use of authorized tv channels for pay television. The FCC granted the NAB permission to participate in the hearings starting Oct. 24 after the television board instructed the NAB staff to file the request.

The hearings were called by the FCC to consider the application of Hartford Phonevision Co., for authority to conduct trial subscription-tv operations over its station WHCT (Channel 18) in Hartford, Conn.

AB-PT Elects Freund

Richard L. Freund has been elected vice-president of American Broadcasting-Paramount Theatres in charge of labor relations for the ABC division, Leonard H. Goldenson, AB-PT president, announced. Freund had been director of labor relations since 1957.

Gruskin Leaves Para. TV

George Gruskin and Paramount Pictures Television Division have announced that Gruskin has asked for, and received his release from his employment agreement. After a short vacation, Gruskin will announce his future plans.

TV Relf-Regulation Support Is Urged

From THE DAILY Bureau

WASHINGTON, Oct. 16. — Clair R. McCollough, chairman of the policy committee of the National Association of Broadcasters, and E. K. Hartenbower, chairman of the NAB Television Code Review Board, have given a progress report on the Code and urged continued support of the television industry's self-regulatory activities.

Their report was made in a special closed circuit broadcast which was videotaped for the affiliates of the three television networks. It is directed at the top management of the television stations.

Heads Steinman Stations

McCollough, who is president and general manager of the Steinman Stations, Lancaster, Pa., said, in opening the telecast, "the past 18 months have been in many ways the most hectic in the history of television. The rigging of quiz programs was uncovered. Instances of payola were brought to light. Critics decried the quality of television programming. Competitors sharpened their knives. Some legislators demanded rigid controls. . . .

"Despite the furor, the American people never lost confidence or interest in the splendid service television provides.

Calls It 'Powerful Weapon'

"During this difficult period one of our most powerful weapons has been the NAB Television Code. Without it we would, I am certain, have been in serious trouble. The Code symbolized then as it does now serious intent of a mature and responsible industry to take care of its own affairs."

Hartenbower, who is vice-president and general manager of KCMO-TV, Kansas City, Mo., said: "In my career in radio and television—and it's been almost 30 years now — I've noticed that networks and affiliates don't always see eye to eye. But there's one important exception—the Television Code. The constant support of the three networks—moral support, financial support and operating support—from their management and their fine continuity acceptance people has contributed immensely to the success of the Television Code."

271 Subscribers

Hartenbower said that last November 271 of the 521 operating commercial television stations then on the air subscribed to the Code. He said that today 380 of the 521 commercial stations on the air subscribe to the Code, or over 70 per cent, and pointed out: "I don't have to tell you, either, that many stations become Code subscribers at considerable financial sacrifice."

Levine Drive

(*Continued from page* 1)

tinue to handle his pictures that way.

At a press conference here Levine also announced George Jessel has been named coordinator of the forthcoming production of "Sodom and Gomorrah," which will be filmed on the legendary Biblical sites in Israel, with the government of Israel.

Levine also said that Robert Aldrich will direct, and Stewart Granger will star in the film to be co-produced with Titanus Films. Embassy will put up 80 per cent of the big-budgeted picture, with Titanus financing the remaining 20 per cent of the cost, he revealed.

Picture, which will begin shooting on Nov. 15, will be filmed in English, and then dubbed in Italian for other markets. Embassy will distribute "Sodom and Gomorrah" world-wide, with the exception of Italy and Spain, which will be handled by Titanus. Levine said he has set no distribution deal on this film as yet.

Will Be Made in Color

He said the film will be shot in color, and possibly in 70mm and Technirama.

Levine also announced that he has concluded a deal with Carlo Ponti, producer of Alberto Moravio's "Two Women," to release the film in the United States and Canada. He bought the Sostar production after seeing an hour's screening of the uncompleted picture in Rome three weeks ago. Film, directed by Vittorio de Sica, stars Sophia Loren in a "great role." said Levine. He plans to release the film differently from his usual saturation booking campaigns, and is contemplating a New York opening in a single theatre, he said.

"Thief of Bagdad," which is nearing completion in Rome, will be released in the U. S. over the July 4th holidays backed by Levine's biggest exploitation campaign yet, the company head stated. He said it is loaded with exploitation gimmicks, and has an appeal for all types of moviegoers.

Accessories in Preparation

Accessories on two forthcoming releases, "Thief of Bagdad" and one other film, either "Morgan the Pirate" or "The Wonders of Aladdin," will be completed and in all U. S. exchange centers by the first of February.

He also is readying a double feature combination for release next year and for which he has prepared a special gimmick teaser that cost $5,000 to prepare. The films are "The Fabulous World of Jules Verne," made in France, and "Mimbo the Great," a circus story filmed in Germany.

In England, "Hercules Unchained" will gross in excess of £450,000 ($1,260,000), in film rentals, Levine informed the press. "This is one of the biggest grossers in the history of Great Britain," he declared.

Levine paid tribute to the grassroots cooperation of the British theatre managers as being responsible for half of the huge "Unchained" gross in that country, with the other half attributed to the unprecedented campaign which represented four times more money than ever before had been spent on merchandising a film in England.

Levine enplaned for Rome Sunday, with Jessel scheduled to meet him in the Italian capital tomorrow. They then go to Israel to set up production details for "Sodom and Gomorrah."

REVIEW:

Please Turn Over

Peter Rogers—Columbia

The American market has been de luged of late by a flood of Britisl comedies which were not only funny but commercially successful. "Pleas Turn Over," a Peter Rogers produc tion, is the latest of the genre to ar rive here and is as delightful as it predecessors.

Strictly for the adult audience, th Columbia release tells the cynical tal of a seemingly modest 17-year-ol girl who shocks her neighbors an disrupts her typically English family by authoring a Grace Metaliously revealing novel about sex in the Londor suburbs. Add to this the fact that sh has used family and friends as basi for her characters and the chaos be gins.

The meat of the Norman Hudi screenplay is a segment in which th book's counterparts of the little tow come to life in all their back street low-living lustiness. This is especiall telling for the talents of the leading performers for each is an updated Walter Mitty and must portray a double role. They are highly successful.

With the possible exception of the young girl's mother, played by Jean Kent, a leading lady to Stewart Granger during his English popularity, the cast is virtually unknown, but quite adept. Audience reaction to their antics can be expected to account for much business after initial openings.

If Gerald Thomas had not emphasized the slapstick and had deemed to soft-sell the sex angle, he might have directed a film of better taste, but, as is, the import is an item for adult audiences in selected theatres.

"Please Turn Over," which was taken from the play "Book of the Month" by Basil Thomas, is the British answer to exhibitors who have wondered what to run as a follow-up to product such as "Carry On, Nurse." Rnnning time, 86 minutes. Release date, December.

WILLIAM WERNETH

Files for Buffalo Station

BUFFALO, Oct. 16.—Al Ansocmbe, chief barker of Tent No. 7, Variety Club of Buffalo, has filed application with the Federal Communications Commission for a permit to build an ultra-high-frequency television station in Binghamton, N. Y. Applicant is Adver-Cast, Inc., which would be owned 99 per cent by Anscombe and his wife.

Previously Anscombe was general manager of WINE, Kanmore.

Find National, Trade Ads Factor in 'U' Growth

Reviewing Universal Picture's recent improvement in earnings, the current Value Line Investment Survey attributes it in part to intensive promotional campaigns, in "national magazines as well as trade publications."

Value Line also says, "The effectiveness of the company's promotional efforts is underscored by the fact that, notwithstanding unfavorable notices by press reviewers in a few cases, every major picture released by Universal in the past 18 months has been a money producer."

Hollywood's Future Brightens: Value Line

The ability of MGM and Decca-Universal Pictures to score wide improvement in operating earnings "has chased away much of the gloom surrounding Hollywood's future," the Value Line Investment Survey says in a current report on entertainment industry stocks.

In singling out MGM and Decca, the survey declares these issues "have done admirably." It notes that, in a generally declining market, Decca has advanced 21 per cent from 29 to 35 and MGM 23 per cent from 31 to 38.

"Unlike many glamour stocks," it continues, "Decca and MGM have acquired their investment popularity not because of public hopes for large profits several years hence, but because of sharp earnings improvement currently underway."

Value Line interprets the current success of the two companies as proof that the earning power of motion picture makers can be restored through a reduction in the number of releases, careful upgrading of the quality and drawing power of new features, revamped distribution and pricing policies, and tighter control of costs all along the line.

Says Others Follow Suit

Taking the cue from those two studios, other motion picture producers, the Value Line Investment Survey continues, are now placing widening emphasis on making films based on best sellers and Broadway successes. They are also distributing an increasing number of their more important productions in the reserved seat premium price pattern. Better promotional campaigns include tie-ins with records and paperback books. Streamlining the mechanics of both production and distribution activities has become a key goal of all Hollywood managements.

Although the audience for films is smaller than it was 10 or 15 years ago, the Value Line Investment Survey concludes that the potential for profit is still there if the motion picture producers adjust to the requirements of today's market. Earnings of movie makers will continue to fluctuate with their success ratio in terms of individual pictures, but the fluctuations in the 1960's will probably be at a higher level than in the 1950's.

'Lawrence'

(*Continued from page* 1)

Columbia Pictures has assigned him an "unlimited budget." It will be the most expensive picture Spiegel has ever made, and the heaviest costing picture ever to be released by Columbia, the producer revealed at a press conference Friday at the Columbia home office here.

Spiegel claimed that "Lawrence of Arabia," which will begin production Jan. 2, with most of the location shooting to be in Jordan, will be "the most appealing picture ever made," both on an "intellectual and a spectacle level." He called it "an international 'Gone with the Wind'," insofar as its appeal is concerned.

With "increasingly more people in the world able to understand the picture" and with more theatres being built in the newer countries, there is no reason why a goal of $100,000,000 world-wide cannot be realized on a single motion picture, Spiegel declared.

He guessed that the film, which will be directed by David Lean, director of Spiegel's "The Bridge on the River Kwai," also for Columbia release, will cost between $7,500,000 and $9,000,000. He said that "Bridge" cost $2,700,000 and grossed $30,000,000.

Spiegel said that negotiations are under way with Cary Grant, Kirk Douglas, Jack Hawkins and Horst Buchholz among others to surround an unknown British actor who is to be signed to portray Lawrence. British actor Albert Finney, currently starring on the London stage in "Billy Liar," is expected to be signed for the title role in the film.

"'Lawrence' will make a star of an actor," said Spiegel. He added, it is expected that "Lawrence" will be ready to open in two or three situations in the United States about Christmas, 1961. Picture, which will run about three-and-a-half hours, will be roadshown, with time out for an intermission. Spiegel said he hoped it will be roadshown in countries over the world for several years before being released in the conventional pattern. The picture will be shot in Eastman color and in one of the 70mm processes.

Spiegel returned to London yesterday to rejoin the production headquarters which is supervising the construction of location sites selected in the Near East as well as in North Africa.



ANNOUNCING plans for "Lawrence of Arabia": Producer Sam Spiegel, (seated) and Jonas Rosenfield, Jr., Columbia executive in charge of advertising, publicity and exploitation.

Mundstuk and Wall

(*Continued from page* 1)

branch manager, will fill the post held by Herbert J. Bennin before his elevation to the sales executive staff at the home office.

A veteran of nearly 30 years with MGM, Mundstuk has held posts in Indianapolis, Cleveland, Pittsburgh, and Buffalo. He became Buffalo branch manager in April, 1945.

Wall, who moves up to Mundstuk's former post in Buffalo, originally joined MGM in 1935. His most recent post was salesman, New York branch.

'Epitaph' Opens Big

CHICAGO, Oct. 16. — "Let No Man Write My Epitaph," a Boris D. Kaplan production for Columbia release, opened its world premiere run at the State Lake Theatere here, grossing $4,716 in the first day—one of the top figures for that theatre all year.

New Bradenton, Fla. Theatre Opens Wed.

The Cinema at Bradenton, the second new theatre in Florida under the operation of the Smith Management Company of Boston, is scheduled to open Wednesday. Like the first at Pompano Beach, also called the Cinema, it is located in a shopping center, Bayshore Gardens, and the capacity is about the same, a little under 1200.

Both theatres have Century HH projectors, Ashcraft Super Cinex lamps, and RCA four-channel amplification and speaker systems, supplied by the Capitol Motion Picture Supply Corporation of New York, and installed under the supervision of Harry Perse.

'Alamo' Canada Benefit

TORONTO, Oct. 16. — John Wayne's "The Alamo" will have its Canadian premiere on Nov. 10 at the Tivoli Theatre here, sponsored by the Variety Club of Toronto. The benefit premiere is receiving the full backing of the local Variety Club organization, which has already raised more than $25,000 in advance sales.

British Dubbing Company Expands

By WILLIAM PAY

LONDON, Oct. 16.—With the widening world market for foreign language films and his dubbing technique now firmly established in practically all European, Middle and Far East countries, Major William De Lane Lea, managing director of De Lane Lea Processes, announces a drive to interest American producers and distributors in his work.

Most of the major companies (they include M-G-M, 20th Century-Fox, Paramount, United Artists) have already used his dubbing facilities in London for the American market but De Lane Lea now feels the time is ripe for further expansion in this territory.

"From any language to any language. That's our maxim," he states. "Russian, Italian, Arabic and, of course, French, German and Italian, are just a few of the languages we have tackled. Contrariwise, we have dubbed English language films into French, German, Spanish and Chinese," he points out.

'Nothing But Praise'

"We have had nothing but praise for our techniques," he continues, "and there's no doubt about the growing acceptance of the dubbed film. We have broken down the barrier and because of the general product shortage the prospects for foreign language films have never been better. No longer are these films being given only restricted releases but now get comparable releases with British and American features."

Less than two years ago De Lane Lea opened a new studio in London's West End with a range of specialized equipment which set a high standard in lip synchronization and quality dubbing. It permits the complete dubbing of a full-length feature in something like two months with the quality retained and at competitive prices.

Now, with a big program lined up for the future and an ever-increasing amount of television work, De Lane Leo has plans for a further expansion of his studio facilities.

Israel Press Supports German Co-Production

A complete reversal on the part of the Israeli press is the latest development in the controversy being waged over "Blazing Sand," the first German-Israeli co-production ever attempted, Munio Podhorzer, president of German Film Interprises, Inc. and American representative of Raphael Nussbaum, director, has disclosed.

According to Podhorzer, the Israeli press has now voiced approval of showing the picture which at first it claimed was anti-Israeli and might possibly cause a rebirth of a formal fatal "fad" of some Israeli youths to try to sneak across the Jordan border for the sake of adventure.

PEOPLE

William S. Vaughn, president of Eastman Kodak Co., has been elected a director of Procter & Gamble Co., succeeding the late **Reuben B. Robertson, Jr.**

□

Wayne Carignan has been promoted from booker to salesman in the Albany, N. Y., branch of 20th Century-Fox, taking over the duties of **John Wilhelm,** who has been advanced to the post of branch manager.

□

Michael de Lisio, formerly magazine contact for M-G-M, has joined Highroad Productions as assistant to vice-president Irving Rubine, devoting himself to national publicity and exploitation.

□

Mrs. Myrtle Karp, wife of **Jack Karp,** head of Paramount's Hollywood studios, has been named "Woman of the Year" by Crestwood Lodge, B'nai B'rith, Hollywood. She will receive the special award at a dinner-dance to be held in the Beverly Wilshire Hotel on Oct. 22.

□

Lou Levitch, 30-year veteran of the Schine theatre circuit, who recently resigned as managing director of the Granada Theatre, Buffalo, reopened his refurbished North Park Theatre there with a champagne buffet for an invited audience.

□

Monroe Friedman, of the Columbia Pictures home office publicity department, has been named unit publicity coordinator for **Edward Schreiber's** production of "Mad-Dog Coll," which Columbia Pictures will release.

□

Irene Gibbons, couturier who designed the **Doris Day** wardrobe for "Midnight Lace," was one of the guests of honor at the fashion show luncheon held in Washington for the benefit of the Salvation Army Auxiliary, of which **Mrs. Dwight D. Eisenhower** is Honorary Sponsor.

□

Herbert T. Auerbach, who recently resigned as Continental manager for Columbia Pictures International, has joined Warwick Film Productions and will represent that company in Europe and the Near East. In addition to activity in distribution and sales, he will set up co-production deals and will participate in Warwick's production activities on the Continent.

Set Italy Version of 'Ten'

"The Ten Commandments" will be handled in the United States in an Italian-language version by the Casolaro-Giglio Film Distributing Corp., of New York City, it has been announced by Ed Chumley, Paramount's domestic sales manager for the attraction, and Salvatore Casolaro, president of the distributing organization.

FCC Unit Asks Firm Stand on Pay-TV Issues

(*Continued from page* 1)

Bureau agreed that clarification of the issues were in order.

Marcus Cohn, counsel for the Connecticut Committee Against Pay-TV and for five Hartford movie theatre owners told MOTION PICTURE DAILY that the bureau's position "gives us practically everything we asked for."

Cohn Supported

The bureau stated flatly that "it is evident that questions relating to subscription television programming and the impact of subscription television upon the established system of programming lie near the core of the many-faceted subscription television issue." The bureau believes that matters brought out by Cohn in his petition to FCC are inherent in the issues already designated by the commission.

The bureau notes that the language of FCC's third report, which sets broad ground rules for a pay-tv test, "clearly goes to the nature of the programming proposed and indicates the extent to which commitments obtained and negotiations under way give assurance that the proposed programming will be available."

Wants 'Specific Details'

"It is abundantly clear," the bureau says, that "in calling for the particulars of trial proposals, the commission did not intend that the mere submission of information would alone fulfill the condition. Rather, the commission called for the submission by applicants of more specific details than had heretofore been available (in the highly generalized projects outlined by the proponents in comments filed in the rule-making proceeding on subscription television) so that the information furnished could be evaluated in determining whether the public interest would be served by the authorization of a proposed trial operation."

Difficulties Admitted

In a seeming move to hedge its position, the bureau then goes on to observe that it is "amply clear" from the past record "that the commission recognized the impracticality of requiring an applicant for a trial operation to furnish at the outset full and explicit particulars of proposed subscription programming, which could only be formulated by the applicant of the basis of concluded negotiations with firm commitments from program suppliers."

As the Broadcast Bureau interprets things, FCC's past record on pay-tv "reflects the commission's anticipation that such negotiations and commitments could not realistically be expected to be fully developed and concluded prior to the time when an applicant would be in a position, through a grant, to concretize the details of its program offerings."

Programming Plans Vital

On the other hand, the bureau asserts, "it is equally apparent" that FCC "expects applicants to inform it of its programming plans to the fullest extent possible in the circumstances. Whether the applicant has done this is, in the opinion of the bureau, a proper matter to consider on the record of this proceeding."

The bureau believes that "the present issues amply cover appropriate inquiry into the applicants programming plans."

Among the showings which the broadcast bureau believes could be helpful to FCC with respect to programming, "to the extent that they can be made available, are such matters as:

"(A) Plans as to offerings of the several kinds of subscription programming, such as: feature films; sports; stage plays; education; others;

"(B) Whether and the extent which the transmission of feature films, sports or other programs by WHCT would displace their broadcasting for reception by the local public without the payment of a direct charge.

"(C) Displacement of programs now broadcast by WHCT, and the effect of such displacement on WHCT's discharge of its ordinary programming responsibilities."

Not Seeking to Weigh Impact

The Broadcast Bureau does not construe Cohn's petition as contemplating an inquiry into the impact of the proposed trial of pay-tv upon the offerings of theatres, night clubs and other non-broadcast purveyors of entertainment. It adds that it is "clear that the present issues do not encompass it."

The Broadcast Bureau has proposed to the full commission an order for its consideration. This suggested order says that FCC agrees with the bureau's analysis of the matters "intended to be embraced within the issues and the limitations within which consideration of these matters will be appropriate."

Special Conditions Conceded

It goes on to say that "evidence with respect to these matters may therefore be offered, subject to due observance of statutory and other limitations within which the commission may properly act with reference to programming by broadcast stations, and subject further to due recognition of the special circumstances applicable to a proposal for the trial of a novel television service as distinguished from an application for a broadcast facility in one of the regularly established broadcast services."

IATSE Lists Pact Demands

(*Continued from page* 1)

a meeting on Oct. 10 with Flaherty, and were listed as follows:

(1) Royalty payments for televising of post-'48 pictures on free tv or pay-tv.

(2) Foreign runaway production. The producer agrees that he shall not make or produce or cause to be made or produced motion pictures of any type or nature outside the continental limits of the United States and Canada and its territories.

(3) Motion Picture industry health and welfare plan. Adequate dependent coverage for all members of the motion picture industry health and welfare plan.

(4) Motion picture industry pension plan.

(A) Reduce the retirement age of women to 62; men to remain at 65.

(B) Total and permanent disability for participants 45 or over, and who have met all pension plan eligibility requirements for retirement on date of disability.

(C) Automatic vesting provisions.

(5) General wage increase of 25 per cent across the board.

(6) Cost of living. If during term of this agreement, the consumers price index rises two per cent. This agreement shall be open in regard to wages only.

(7) Term of agreement. For the period commencing Jan. 31, 1961 and extending to and including Oct. 31, 1962.

(8) Establishment of regular meal periods, with penalties for failure to call meals within designated periods.

(9) Three weeks vacation with pay. Employees who have worked 10 or more qualified years in industry under a daily or weekly schedule shall be entitled to three weeks vacation with pay.

(10) Miscellaneous changes and clarifications of contract provisions.

AIP Seen Abandoning Film-Making Abroad

From THE DAILY Bureau

HOLLYWOOD, Oct. 16. — American-International Pictures has dropped its policy of making pictures abroad due to lack of good technicians and the high rise of labor cost on foreign soil, it was reported here on Friday.

James Nicholson and Samuel Arkoff, AIP executives, who leave here for Europe at weekend to co-ordinate distribution plans there for "House of Usher" and to screen completed foreign films for possible U.S. distribution, claim the quality of films shot here is far superior to those made abroad.

It is also AIP's intention to increase its production output by making more films here, viewing the possibility of a minimum of 10 to budgeted pictures in the next 12 months, the AIP heads said before leaving.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 75 NEW YORK, U.S.A., TUESDAY, OCTOBER 18, 1960 TEN CENTS

Case in Supreme Court

'Coexistence Plea' Rejected In Times Brief

Charges Chicago Tries to 'Choke Off' Films as Art

WASHINGTON, Oct. 17. — Times Film Corp. has filed a reply brief with the Supreme Court in its censorship suit against the City of Chicago. The court has assigned two hours of oral argument to the case. No date has been set, but the court's calendar probably will permit argument on Wednesday or Thursday.

Attorneys Felix J. Bilgrey and Abner J. Mikva reject the City of Chicago's "plea for 'peaceful coexist-

(*Continued on page 6*)

Offer Col. Employees 68,352 Shares Stock

Columbia Pictures is offering 68,352 shares of its common stock for purchase by eligible employees under a plan outlined in a prospectus released here yesterday. Offering price has been set at $20 per share. The deadline for application by employees to participate is Nov. 4, 1960.

The stock purchase plan was cre-

(*Continued on page 3*)

Telemeter in England In 2 Years: Trevelyan

By SAMUEL D. BERNS

HOLLYWOOD, Oct. 17. — John Trevelyan, secretary of British Board of Film Censors, on a visit here to offer guidance to American producers in danger points, with respect to ob-

(*Continued on page 2*)

TELEVISION TODAY—page 6

Broadcast Revenue $1.7 Billion in 1959

By E. H. KAHN

WASHINGTON, Oct. 17. — The Federal Communications Commission reports that the radio (AM-FM) and television broadcasting industry had total revenues of $1.7 billion in 1959, up 11 per cent from 1958. Television revenues were $1,163,900,000, up 13 per cent from the preceding year, while radio revenues climbed 7.0 per cent to $560,000,000.

Combined radio and television profits before taxes for 1959 were $264,700,000, up 26.5 per cent from the

(*Continued on page 6*)

Form National Theatres As Subsidiary of NT&T

From THE DAILY Bureau

LOS ANGELES, Oct. 17. — The formation of National Theatres which will operate as a division of National Theatres & Television, Inc., was announced today by B. Gerald Cantor, president of NT&T.

Cantor said creation of National Theatres is the initial step in a long range program to strengthen opera-

(*Continued on page 2*)

Florida State Opens Underwater Theatre

Special to THE DAILY

JACKSONVILLE, Oct. 17.—Florida State Theatres, which has its home office here and operates a circuit of 60 theatres over Florida, has formally opened to the public a new million-dollar 500-seat underwater aqua-theatre at Weeki Wachee Spring under the management of Jack Mahon, former Pennsylvania showman.

The only theatre of its kind in the world, the Weeki Wachee is nestled on a sloping side of Florida's "underwater Grand Canyon," and presents a lavish underwater ballet which is viewed through large glass panels at the front of the theatre.

Skouras Sees 3d Quarter Net at 40¢ Per Share

Earnings of 20th Century-Fox for the third quarter ended Oct. 1 were estimated by Spyros P. Skouras, president, yesterday at 40 cents per share on the 2,383,286 shares outstanding. Third quarter earnings last year were $1,159,662.

Previously, 20th-Fox had reported earnings of $1.10 per share for the

(*Continued on page 2*)

Philippine Industry Produced 95 Films In 1959; Expect to Reach 100 in 1960

From THE DAILY Bureau

WASHINGTON, Oct. 17.—The Philippine motion picture industry produced 95 feature films in 1959—three more than in 1958—according to Nathan D. Golden, motion picture chief of the Commerce Department. Five producers completed 81, and the industry expects to reach 100 features in 1960.

Of the 713 foreign feature films imported into the Philippines, U.S. film companies supplied about 73 per cent. (This compares with a U.S. share of 84 per cent of the 679 imported in 1958.) The British increased their share from less than 9 per cent in 1958 to about 17 per cent last year. Explanation offered is that U.S. companies are releasing fewer but more expensive films and that the British are improving on quality and capitalizing on U.S. curtailment.

According to the Central Bank, $1,700,000 was allocated to foreign producers abroad during 1959, with film earnings in excess placed in blocked peso accounts.

Mild Opposition

20th-Fox Meet Approves Sale Of Studio Land

$43 Millions Cash Deal Gets Stockholder Vote

A special meeting of 20th Century-Fox stockholders at the home office yesterday approved the new agreement to sell the 267 - acre West Coast studio tract to a subsidiary of Webb & Knapp for $43,000,000 cash. The vote was 1,795,304 shares in favor, and 19,865 against.



Spyros Skouras

Although the company was not required to submit the plan to the shareholders, it did so and encountered mild opposition at the meeting. The stockholders last year had approved a deal

(*Continued on page 2*)

20th-Fox Sees Oil Royalty Up to 50%

Twentieth Century-Fox expects to increase its participation in oil royalties from drillings on its West Coast studio property from the current 11 2/3 per cent to a full 50 per cent later this year, Spyros P. Skouras, president, told company stockholders at their special meeting here yesterday.

Under the terms of the company's deal with Universal Oil Co. its participation is restricted to 11 2/3 per cent until drilling costs have been fully recouped. This is expected to occur before the end of the year.

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PERSONAL MENTION

SAMUEL SCHNEIDER, president of Major Productions, will return to New York today from a four-week trip to Rome, Vienna and Paris.

•

RUBE JACKTER, Columbia Pictures vice-president and general sales manager, and ROBERT FERGUSON, national director of advertising, publicity and exploitation, are in Philadelphia from here today for meetings with exhibitors on "The Three Worlds of Gulliver."

•

PHILIP GERARD, Universal Pictures Eastern advetrising-publicity director, is in Washington from New York today for production conferences on "The Sixth Man," currently shooting there.

•

SI SEADLER, M-G-M Eastern advertising manager, will leave Chicago tonight for Toronto to coordinate promotion and advertising plans for "Butterfield 8."

•

PINKY HERMAN, Eastern radio-television editor of MOTION PICTURE DAILY, has become a grandfather for the second time with the birth of a girl, ANNE, at Doctors Hospital on Sunday to his daughter-in-law, MRS. JERRY HERMAN. Father also is a member of "The Daily" staff.

•

SIDNEY STOCKTON, of the M-G-M home office exchange operations department, was in Minneapolis from here.

•

JOSEPH L. MANKIEWICZ, writer-director for 20th Century-Fox, has returned to New York from Moscow.

•

BILLIE J. SANDERS, field representative, who has served Universal and other majors on various occasions, will be married on Dec. 11 to HARLEN ELLISON, novelist.

•

"BUCK" ROBUCK, Florida salesman for United Artists, is hospitalized in Jacksonville.

•

TONY CURTIS and his wife, JANET LEIGH, will arrive in New York tomorrow from Washington.



Sale of Studio Land Voted

(*Continued from page* 1)

calling for the sale of the property to the same buyer for $56,000,000 over a 10-year period. Most of the opposition at yesterday's meeting came from shareholders who preferred the time deal to the cash deal.

Secondary opposition was voiced by holders who opposed the lease-back by 20th-Fox of its studio facilities for $1,500,000 annually on a 50-year lease with an option for an additional 49 years.

Spyros Skouras, 20th-Fox president, explained management's reasons for preferring the new deal, pointing out tax and interest advantages made the cash deal superior. He also said that the company plans to develop another real estate holding in the Malibu area "gradually" and in about 10 years may move its studio headquarters there, subletting the present studio site in what will then be a desirable business and residential area for a profitable rental.

W&K Has 10-Year Plan

The Webb & Knapp company, in conjunction with Aluminum Co. of America, plans to develop the Beverly Hills studio property over the next decade into a modern complex called Century City.

In reply to questions, Skouras told stockholders management has recommended to the 20th-Fox board of directors that the cash proceeds from the sale of the studio property be used to retire either all or one-half of a $21,000,000 obligation owed to Metropolitan Life Insurance Co., and that the balance be used to buy back some of the company's outstanding stock on a tender basis.

Skouras said no consideration has been given to payment of a cash dividend to stockholders out of the proceeds because of the tax situation which, he said, would deprive the shareholders of maximum benefit.

The Webb & Knapp purchasing company previously made a $5,000,000 cash payment to 20th-Fox toward the purchase price for the property, and it is to pay the $38,000,000 balance on closing next April 17.

Protests Heard

Opposition to the deal was voiced by Jacob Ben Green, Sarah Martin and Nat Serber, stockholders. The latter said he didn't understand the terms and wanted it explained by a lawyer. By a voice vote, other stockholders rejected the latter request.

Speaking for the proposal and congratulating management on seeing the negotiations through to a successful conclusion were Ernest Wolton, David Bell and Lewis and John Gilbert.

Skouras told the meeting that five deals fell through prior to the final agreement, due mostly to inability to meet requirements set by 20th-Fox for the purchase of the property. He also revealed that one appraiser had valued the tract at only $27,000,000, and his estimate was rejected.

Nat. Theatres *Skouras Sees*

(*Continued from page* 1)

tions and prepare the way for the development of new divisions in the NT&T group.

The National Theatres division will include Fox West Coast theatres Corp., Fox Inter-Mountain Theatres, Inc., Fox Midwest Theatres, Inc., and Evergreen State Amusement Corp., which will be under the executive direction of M. Spencer Leve, vice-president in charge of theatre operations of the parent company.

Cantor disclosed that Leve has been named president of the new division. National Theatres will include all of NT&T's 226 theatres operating in 16 states.

Cantor left here today for New York and Miami.

(*Continued from page* 1)

first six months of the current year, which would put 39-week earnings at approximately $3,560,000. Earnings for the first three quarters last year were $2,930,532.

Skouras said management is "optimistic" about fourth quarter earnings but is unable to give an accurate estimate at this time.

'Blues' Here Nov. 3

Hal Wallis' "G.I. Blues," starring Elvis Presley, will open its New York premiere engagement on Thursday, Nov. 3, at the Victoria Theatre.

M. Earl Ames Dies

JEFFERSON, O., Oct. 17. — M. Earl Ames, operator of the Ames Theatre here and a veteran of 40 years in the industry, is dead. He was the father of Howard Ames, his associate in the theatre, which will be closed temporarily.

3 Films for TV

BCG Films, Inc., has purchased for television three pictures from producer Edward L. Alperson: "I Mobster," "The Restless Breed," and "Courage of Black Beauty."

Steve Broidy Chairman Of 'Oscar' Show Group

From THE DAILY Bureau

HOLLYWOOD, Oct. 17. — Steve Broidy, president of Allied Artists, has been named chairman of award program committee for 33rd annual "Oscar" presentation of the Academy of Motion Picture Arts and Sciences on April 17, 1961, it was announced today by Valentine Davies, Academy president.

Broidy, a member of Academy Board of Governors, will have overall responsibility for the next "Oscar" show, which again will be held on Monday night in order to have the minimum effect on theatre attendance.

Pay-TV in U.K.

(*Continued from page* 1)

taining favorable "classifications" for films containing violence and brutality forecast the advent of Telemeter's pay-tv system in England within the next two years, at a press conference at Motion Picture Association headquarters today.

Although the British censor board seeks no control over tv, Trevelyan expressed the hope of establishing some parity of standards with tv.

Trevelyan, in differentiating between his office and that of the Production Code Authority, explained that his office, which consists of Lord Herbert Morrison, president of the board, five examiners (three men and two women who review all films) and himself, consider each picture on its merits.

"We take into account the amount of integrity that lies behind each production. We also change our view and our policy in line with changing public opinion, accepting situations in films today which we might not have accepted five years ago," he stated.

Trevelyan also brought out the fact that no theatre can exhibit a film other than a newsreel, without the British board's certificate or the certificate of any of the local councils which have the privilege of overriding the board on issuance of its own certificate.

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ON STAGE "BRAZIL"—EXCITING, EXOTIC SPECTACLE.

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Col. Employees

(*Continued from page* 1)

ated by the Columbia board on June 10, 1960, enabling employees to purchase stock on a deferred payment basis. All regular employees are eligible to participate other than officers of the company who are also board members.

Each eligible employee may elect to purchase such number of shares as will involve a total purchase price up to but not to exceed 15 per cent of his present annual compensation but not less than 25 shares. Purchase price per share was set by the company's employees stock purchase plan committee based on a figure not greater than 95 per cent of the closing prices of the stock on the New York Exchange during a five-day period, nor less than $17 per share.

If the total number of shares applied for by eligible employees exceeds the 68,352 shares available for the plan, the company will make an allocation of such shares.

Columbia expects to borrow from the First National Bank of Boston an amount corresponding with the total purchase price of the shares covered by the stock purchase agreements but such borrowing will not exceed $1,080,000. The amount borrowed will be repaid with interest at the rate of 5½ per cent per annum.

Employees must make an initial deposit towards the purchase price of $1 per share with the balance to be paid by payroll deductions.

Eastman Kodak Sales Higher for 36 Weeks

Special to THE DAILY

ROCHESTER, N. Y., Oct. 17.—Sales of Eastman Kodak Company for the first three quarters of 1960 were moderately higher than a year ago while earnings were fractionally above the 1959 three quarters, Thomas J. Hargrave, chairman, and William S. Vaughn, president, reported today.

Consolidated sales of the company's establishments in the United States for the first three quarters (36 weeks ended Sept. 4) were $646,944,829, about 4 per cent more than sales of $621,792,393 for the similar period in 1959.

Net earnings were $87,719,053, slightly more than the $87,549,692 earned in the 1959 three quarters.

'Lace' Starts Big Here

Universal-International's "Midnight Lace," which had its world premiere at Radio City Music Hall on Thursday, rolled up one of the biggest non-holiday first four days with $110,081, according to Universal. The film played to more people than the company's all-time record-breaker, "Operation Petticoat," which was the Christmas picture at the Music Hall last year, it stated. Indications are that the first week of "Midnight Lace" could hit $175,000 to make it one of the biggest non-holiday first weeks of any picture to play the Music Hall.

REVIEW:

Never on Sunday

Lopert Films

NOBODY HAVING MADE "Rain" lately, Jules Dassin has done the next best thing. He has written, produced, directed, and acted in an amusing spoof of the old story about the moral reformer who sets out to persuade a prostitute to turn from her evil ways and makes a botch of it.

In "Never on Sunday" (so-called because that is the one day the heroine takes off from plying her trade) Dassin portrays an American, a self-styled amateur philosopher, visiting in Greece to collect data for a book. Somewhat priggish anyhow, he is appalled to discover that the most attractive girl in town is also the leading prostitute. Eventually he makes a deal with the lady that she will give him two weeks in which to introduce her to another way of life: a life of the "mind," in which books and good music play a part. Knowledge only makes her unhappy, however, so at the end she goes back to her old profession.

In telling this tale Dassin takes some satiric swipes at several targets along the way: "ivory-tower" scholarship; the gory plots of Greek tragedy; unionism; gangsterism; reform movements; and others. And through the character of the interfering American he seems to be kidding the influence of U.S. "culture" abroad. It is all very merry and very droll.

His smartest move, however, was in casting the Greek actress Melina Mercouri as the prostitute. A high-spirited and vivacious lady, she plays the hackneyed role to the hilt in a performance that is going to be the talk of the art house set.

Over two-thirds of the dialogue is in English with the Greek concisely and colorfully translated in sub-titles. Considering this and the quality of most of the picture, it is too bad that Dassin has several times lapsed into such bad taste that he is going to offend a lot of people and as a consequence lose a substantial part of his potential audience here.

Most blatant in this respect are two nude bedroom scenes which, though brief, have the same kind of steamy intensity that was created in "The Lovers." Downright embarrassing is the only way to describe them.

Exhibitors should also note that a current popular song called "Never on Sunday" comes from the sound track of this film. The tune may be big with the teen-agers, but the picture is definitely not for them.

Running time, 97 minutes. Release, in October.

RICHARD GERTNER

SMPTE Sponsors Meet On Speed Photography

From THE DAILY Bureau

WASHINGTON, Oct. 17. — The fifth Internationl Congress on High Speed Photography opened here with a record advance registration of 425, according to the Society of Motion Picture and Television Engineers, sponsor of the Congress.

The Congress will survey the applications of high-speed photography to military, industrial and medical research and development. Some 104 technical papers will be read before the Congress. An international equipment exhibit will accompany the conclave.

Briskin Signs Swift

HOLLYWOOD, Oct. 17. — David Swift, writer and director whose latest work in that dual role was on "Pollyanna" for Walt Disney, has been signed to a five-year contract as independent producer by Samuel J. Briskin, vice-president of Columbia Pictures in charge of West Coast activities. His first production for Columbia will be "The Image Makers," which he will write, direct and produce.

Hard-Ticket Booking For 'Cimarron' in O.C.

The Midwest Theatre in Oklahoma City, where "Cimarron" will have its one night Governor's invitational world premiere Dec. 1, has also been selected for a hard-ticket engagement beginning Dec. 28. This is the first of a group of New Year's roadshow openings to be announced by Robert Mochrie, M-G-M's general sales manager.

The film will be shown on a reserved seat, ten performances a week basis.

'Hot' Campaign Manual

Embassy Pictures has published an elaborate over-sized exhibitor's campaign manual for its new M-G-M release, "Where the Hot Wind Blows!" Printed at a cost in excess of $20,000, the die-cut manual provides exhibitors with complete advertising, publicity and exploitation material.

Cancel Fla. Meet

JACKSONVILLE, Oct. 17. — The annual convention of the Motion Picture Exhibitors of Florida, scheduled for Oct. 30-Nov. 1, at the Robert Meyer Hotel here, has been cancelled, and a meeting of the MPEOF board of directors has been tentatively set for December.

PEOPLE

Robert V. Perkins, former Paramount district manager in the Far East and more recently director of International Distributors Corp. in East Africa, has joined American International Pictures Export Corp. as supervisor of the Near, Middle and Far Eastern territories, which will also include Australia and New Zealand. He will make his headquarters at the AIP offices here.

□

Roy G. McClure, for many years office manager for 20th Century-Fox in Atlanta, will retire on Oct. 31, and will be replaced by **Harry Purdy,** promoted from head booker, which post, in turn, will be taken over by **Bobbie Gunter,** booker.

□

Hal Pearl, writer, journalist and publicist, has been named advertising-publicity director in Miami Beach for "Pepe," G. S.-Posa International film for Columbia release, which will open at the Lincoln Theatre in the Florida resort on Dec. 23.

□

John Simeon, personal assistant to **Colan MacArthur,** managing director of J. Arthur Rank Overseas Film Distributors, has been named coordinator of sales in the Near East for that organization.

□

Fred Sweet, managing director of the Telenews, Detroit, has been invited to be the motion picture industry representative as guest of the U. S. Air Force for five days starting today, when the Air Force will fly a group of prominent civilians on an inspection tour of installations at White Sands, Tex., and Colorado Springs, Colo.

Yassenoff to Convert Theatre to Todd-AO

Special to THE DAILY

COLUMBUS, O., Oct. 17.—Frank Yassenoff, operator of several local drive-ins, has taken over the Main Theatre from Fred Rowlands and will operate the East Side neigborhood as a Todd-AO house, with "Can-Can" as the first attraction.

The Main is now closed for remodeling and will reopen in November. Reserved-seat policy will be in effect.

Ornstein Finishes Tour

William Ornstein, industry publicist and journalist, has concluded a 15-city personal appearance tour with Guy Gabaldon, on whose life "Hell to Eternity" is based. He is now on a brief vacation before announcing a new association.



starring **SOPHIA** **MAURICE** **JOHN**

LOREN · CHEVALIER · GAVI

BETWEEN YOU AND US... ARAMOUNT RESENTING THAN JUST



A BREATH OF SCANDAL

*Scheduled for November release... call Paramount NOW!

ANGELA
NSBURY · MILLY VITALE · ROBERTO RISSO · ISABEL JEANS with TULLIO CARMINATI · TECHNICOLOR®

Produced by Carlo PONTI and Marcello GIROSI

d by Michael CURTIZ · Based on a Play written by Ferenc MOLNAR and adapted by Sidney HOWARD

1959 Revenue

(*Continued from page* 1)

year before. Television profits alone were up 29.3 per cent to $222,300,000. Radio profits rose by 13.7 per cent of $42,400,000.

Total 1959 revenues of the four nation-wide radio networks were $60,400,000, down 6.4 per cent from 1958. These nation-wide networks and their 19 owned-and-operated stations reported a 1959 loss of $4,500,000 as compared with $4,900,000 in 1958.

Total revenues were up 9.3 per cent to $499,600,000 and total pre-tax profits were up 11.9 per cent to $46,900,000 for the nation's other 3,509, AM, AM-FM, and independent FM stations.

Of the 3,380 AM stations that reported to FCC, 1,174—or 34.7 per cent—reported a loss from operations in 1959. A year earlier, 34.6 per cent of stations reported losses. Of the 148 independent FM-only stations, 110 reported losses from operations last year.

There were 3,418 radio stations operating in 1,889 metropolitan statistical areas and other communities in 1959; 1,357 of these radio markets had one station and 275 had two stations in operation.

TvB Annual Meeting Set for Nov. 15-18

The 1960 annual meeting of the Television Bureau of Advertising will be held here Nov. 15 through 18. Climaxing the four-day session will reports by Norman E. Cash, TvB presentation, 'The Progress of Discontent," to be shown in the Grand Ballroom of the Waldorf-Astoria Hotel on Friday, Nov. 18.

The Friday agenda also includes reports by Norman E. Cash, TvB president, and Otto Brandt, board chairman, and others. Election of new directors and officers will be held in the afternoon.

The Thursday meeting of the membership will include discussion of current sales problems with guest speakers from leading advertising agencies and advertisers. Meeting of the TvB sales advisory committee is slated for Wednesday, Nov. 16, while the TvB board of directors will gather on Tuesday, Nov. 15. The board will meet at One Rockefeller Plaza. All meetings on Thursday and Friday will be at the Waldorf-Astoria Hotel.

Kreisler TV Deals

Negotiations have been completed in Paris by B. B. Kreisler, president of International Film Associates Corp., and Fred Orain, head of Armor Films, for the co-production of an original series of 39 "Passport to Adventure" half hour subjects for television showing in the U. S. Also for an art series in color featuring the paintings of Picasso, Braque, Gris, Dufy and other post-impressionist artists for exhibition in American art theatres.

REVIEW:

The Village of the Damned

Ronald Kinnoch—MGM

"The Village of the Damned" is based on an eerie and incredible novel which author John Wyndham called "The Midwich Cuckoos." It is a credit to the craftmanship of director Wolf Rilla that he has made a film which is enthralling to the point that its vague premise is unimportant. It is a combination of science fiction and good old-fashioned horror.

This Ronald Kinnoch production opens on a small English town which is mysteriously put to sleep by unknown factors. The government is alerted and when the town awakens and seems to be no worse for the event, the troops are withdrawn, but George Sanders, a prominent townsman, is asked to report any unusual recurrences.

What he later reports is that a score of the village women, including his wife, Barbara Shelley, have become pregnant and most have no natural explanation for the fact. The women all give birth prematurely on the same day and all the offspring show similar physical characteristics, including prominent blond hair and arresting eyes.

The children grow far too rapidly and the town, upset by their superior intellects and unusual mannerisms, want to destroy the newcomers. Sanders, in hopes of gaining scientific advances from their knowledge, effectively pleads for them. The situation become impossible, however, when the children are found to be the cause of certain of the villager's deaths.

The fatalistic ending of the picture is a disappointment, but the screenplay by Stirling Silliphant, Wolf Rilla and George Barclay really made it the only one possible. Geoffrey Faithfull's MetroScope photography gives the film an air of reality and the photographic effects accomplished by Tom Howard are chilling.

Sanders, in a switch from his usual roles, gives a very good depiction of the disturbed father who wants to break the barrier separating the children from the humanity of the world and the children, especially Martin Stephens as David, give professional portrayals of the unnatural beings.

Running time, 78 minutes. Release, January, 1961.

WILLIAM WERNETH

TV Code Services Are Offered on Post-'48s

From THE DAILY Bureau

WASHINGTON, Oct. 17. — The Television Code Review Board of the National Association of Broadcasters has offered its services to television code subscribers and to television film distributors in the event assistance is needed in interpreting code provisions as they affect motion pictures produced after 1948.

The announcement was made by E. K. Hartenbower, vice-president and general manager of KCMO-TV, Kansas City, Mo., and chairman of the Television Code Review Board.

Sees 'Rich New Source'

"The post-'48 films provide a rich new source of television programming," Hartenbower commented, "and undoubtedly are in great demand among stations. As in all programming, there are instances when interpretation of the television code may be required. When such occasions arise, the board and its staff will be available to assist code subscribers and film distributors as we have done since the code was adopted almost nine years ago."

Hartenbower said a number of post-'48 film packages already are being distributed and that others would be offered to television networks and stations within the next few months.

Film Technicians Get Raises in New Deal

From THE DAILY Bureau

LONDON, Oct. 14 (By Air Mail)—Some 1,500 film technicians, mostly engaged in making documentary and sponsored films, get a salary increase as a result of a new agreement signed between the Association of Cinematograph Television and Allied Technicians and the Association of Specialized Film Producers.

The agreement ensures for the first time regular instead of casual employment for many technicians. It gives established staff a minimum guarantee of 12 months' employment with salary increase of 7½ per cent.

Top Minimum $67 Weekly

The new rates give established technicians a minimum top rate of £24 ($67) a week previously £21 ($58) and to a limited number of casual employees, who will still be engaged, minimum salaries 18¼ per cent above existing rates.

'Coexistence'

(*Continued from page* 1)

ence'." They submit that the "invali censorship accomplishes but or thing: it chokes off the moving pictu as one of the communicating arts i Chicago, a great city which has bee traditionally identified with the art . . . There can be only the demis of the censor here, lest free speec perish in Chicago."

Times Film Corp. notes that th City of Chicago, its mayor and i police chief—respondents—admit tha the issue is whether prior censorshi clashes with First Amendment gua antees as applied to the states throug the Fourteenth. The company assert "Respondents cannot cite a single in stance in which this Court has acte in other fashion than to invalida prior censorship of speech. There no such instance in our judicial hi tory—even in Colonial days speec was not subjected to the imprimat of the censor."

Since the Supreme Court has hel "repeatedly" that motion pictures fa under the scope of the First Amen ment and the "general rules pertai ing thereto apply," the reply bri argues, "it follows that Chicago ca not erect a censor's barrier betwee the motion picture as a form speech, and the public.

Hit 'Big Brother Role'

Times Film claimed that Chicag and its officials "seek to base the Big Brother role on the totally u substantiated assumption that censo ship is an 'effective' remedy." Th company says that a mere look the record of the present case in th courts, "which sheds 'light' on the a tual operation of Respondents' boar can easily lead to the opposite co clusion, that censorship as a remed is most inept." It adds that the d gree of 'effectiveness" of a remed is not "determinative of its constitu tionality."

Respondents have claimed that th petitioners seek their constitution guarantee to exhibit "what the please" as long as they "like it" u der the "guise" of freedom.

In response to this, Times co tends "that the issue as to whethe speech as an absolute is a differe one from the question here befo the Court." The Times original bri "is replete with references to oth methods of control, all less har than out-and-out censorship."

High Court Supports Insurance Fir In Case Covering 'Junk Film' Fire

WASHINGTON, Oct. 17. — Th Supreme Court has refused to revie a decision of the Ninth Circuit Cou which held that Azteca Films, Inc., distributor of Spanish-language fil was not covered by an insuran policy for certain damage that to place when "junk film" caught fi The lower court upheld the asserti of the insurance company, Gener Casualty Co. of America, that in th circumstances its policy did not a ply.

Not for love nor money...

There are times when no re-take is possible—the once-in-a-lifetime photographic opportunities that can come up any time, anywhere . . . *And so often do!* That's why photographers appreciate the security of Eastman Film, black-and-white or color—appreciate, too, the advice and cooperation of the Eastman Technical Service for Motion Picture Film devoted solely to the service of the industry.

For more information, write Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

For the purchase of film:
W. J. German, Inc.
Agents for the sale and distribution of
Eastman Professional Motion Picture Films
Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ALWAYS shoot in color—Eastman Color Film . . .
Spectrum of the Sixties



20TH ALWAYS HAS THE GREATEST STORY EVER TOLD

17 Major Properties Set For Production in 3-Month Period!

Return To Peyton Place • Wild In The Country • Francis Of Assisi • Tender Is The Night • Solo • Voyage To The Bottom Of The Sea • The Big Show • Snow White and The Three Stooges • All Hands On Deck • The Lion Of Sparta • Madison Avenue • The Right To Love • It Happened In Athens • The Canadians • The Fiercest Heart • Story Of The Jules Verne • The Queen's Guards

First Two of 80 Stars

JOHN WAYNE · SIDNEY POITIER

signed for THE GREATEST STORY EVER TOLD in Todd-AO! Producer-Director George Stevens promises only the best for every role!

Largest, costliest sets in studio's history constructed for TODD-AO production of

CLEOPATRA

Historic Egyptian locales, never-before-filmed, will be used!

International Beauty Contest to Find World's Loveliest

ESTHER

will tie-in with our Thanksgiving release

ESTHER AND THE KING

JUSTINE

based on Lawrence Durrell's acclaimed "Alexandria Quartet" will be made in Alexandria and Paris by director-writer JOSEPH L. MANKIEWICZ

ELVIS PRESLEY

to head all-star cast in the Jerry Wald production

WILD IN THE COUNTRY

with screenplay by Clifford Odets!

RICHARD RODGERS

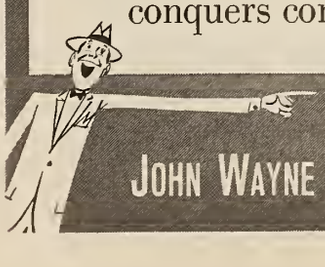
to write words and music of new songs for the Todd-AO production of

STATE FAIR

which Charles Brackett will produce! ARTHUR GODFREY to make film debut in musical classic and will co-star with PAT BOONE.

More Marquee Magic News Will Be Forthcoming

CAN-CAN continues world-wide wing-ding as records fall by the wayside in newest openings in Argentina and Finland! The Todd-AO spectacle conquers continent after continent!



and our next bonanza is

JOHN WAYNE · STEWART GRANGER · ERNIE KOVACS · FABIAN and CAPUCINE in **NORTH TO ALASKA**

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 76 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 19, 1960 TEN CENTS

In Plea to FCC

Cohn for More Program Data From Hartford

Calls It 'Heart' of Pay-TV Question Set for Hearing

By E. H. KAHN

WASHINGTON, Oct. 18.—Marcus Cohn, attorney for exhibitor interests opposing Hartford Phonevision's proposed trial of pay-tv, has urged the Federal Communications Commission to require more specific information on toll-tv programming than the FCC's Broadcast Bureau would demand or that Hartford contemplates presenting.

In another action, the Broadcast Bureau, which has the status of another lawyer in matters before the FCC, told the FCC that it opposes admission of Zenith Radio and Teco, Inc., (Zenith's licensee for the Phonevision system) as parties to the pay-tv proceeding. Zenith and Teco filed

(*Continued on page* 9)

Crosby to Make Six for Astor Pictures

Formation of a new production company to be called Everett N. Crosby Productions was announced here yesterday. Everett Crosby said his firm has signed a contract with Astor Pictures, Inc., for six features to be delivered in the next two years.

At the same time, Franklin F. Bru-

(*Continued on page* 10)

MPA Campaign Aid Drive Hits Stride

The Motion Picture Association reported yesterday that contribution envelopes are already pouring in to MPAA headquarters in response to the industry-wide non-partisan campaign to raise funds for the major political parties and candidates.

The campaign, which was launched

(*Continued on page* 9)

TELEVISION TODAY — p. 10

AMPA Cites Fabian, Universal, MGM, Levine and White for Annual Awards

Winners of the first annual achievement awards of the Associated Motion Picture Advertisers were announced yesterday by Bob Montgomery, president. The awards will be presented Wednesday, Nov. 2, at the Piccadilly Hotel here, at the luncheon opening the Association's 1960-1961 season.

Five awards will be presented:

To the individual who has done the most for exhibition during the 1959-60 period: S. H. Fabian, president of Stanley Warner Corp., for his work as first chairman of the American Congress of Exhibitors.

To the film company having most benefited the industry during the 12-month period: Universal Pictures "in recognition of its resurgence, after a period of inactivity and loss." Milton R. Rackmil, president, has been invited to accept the award.

For the year's best advertising

(*Continued on page* 2)

TOA Board Meet Set In Washington Mar. 19

The annual mid-Winter meeting of the board of directors and executive committee of the Theatre Owners of America, will be held Sunday through Tuesday, March 19-21, at the Mayflower Hotel in Washington, D.C., it was announced by Albert M. Pickus, TOA president.

Washington was chosen as the site of the mid-Winter session for the third consecutive year, Pickus said, because it will give TOA executives an opportunity to meet with their Congressmen and Senators to discuss anticipated legislation affecting the motion picture theatre business.

TOA will also hold a reception for

(*Continued on page* 9)

Krushen Heads UA Press And Exhibitor Relations

Mori Krushen, United Artists national exploitation manager, has been named to the newly created post of director of press and exhibitor relations, it was announced yesterday by Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation.

In outlining the scope of the new position Lewis stated: "Krushen's

(*Continued on page* 9)

Family Films Goal Of Woman Producer

By SIDNEY RECHETNIK

The objective of Helen Winston, who was introduced yesterday to the trade press by Robert S. Ferguson, Columbia Pictures' national director of advertising, publicity, and exploitation, as "the only woman in the industry with her own producing company," is to make "positive" pictures.

She told the trade press at the Columbia home office here that a picture need not "have an unwholesome idea to entertain." As head of Helen Winston Productions, she plans

(*Continued on page* 10)

REVIEW:

G.I. Blues

Hal Wallis—Paramount

WHEN THE NEWS was released that Elvis Presley was scheduled to cut his first record following a two-year Army stretch, business-wise disc dealers across the country sent in advance orders for a million copies of the unnamed platter and thereby assured it of success. It is not unlikely that his first post-service film will meet with similar reaction. "G. I. Blues" should bring in large audiences wherever played.

This is surely the most entertaining of the Presley pictures, and producer Hal Wallis has dressed up the production with eye-catching Technicolor and an engaging supporting cast. The Edmund Beloin and Henry Garson script temporarily puts Presley back in uniform and tells of a Germany-

(*Continued on page* 9)

Commended

'Marcus Plan' On Target in Western Penn.

Early Reports on First Week's Test Encouraging

Special to THE DAILY

PITTSBURGH, Oct. 18. — Partial returns indicate that the Marcus promotion plan is proving successful in its first test in the Pittsburgh area, according to Alec Moss, Compo coordinator of the plan's operation in this territory.

The first picture given the Marcus promotion treatment was "Jungle Cat," Walt Disney's production released by Buena Vista. It completed the first week of its engagements today in several of the 25 key situations in Western Pennsylvania and West Virginia that were in the first wave of key-run plan-backed bookings.

Harry Feinstein, zone manager for the nine Stanley-Warner theatres in the Pittsburgh exchange area, said: "I am very delighted with the results of the promotion in our theatres. The Marcus plan should be kept going by all means. The Stanley-Warner thea-

(*Continued on page* 3)

Arnswalder Is Fox N.Y. Branch Manager

Alex Arnswalder has been promoted to the managership of the 20th Century-Fox New York branch office, it was announced yesterday by Glenn Norris, general sales manager. Arnswalder moves up from the position of assistant branch manager and re-

(*Continued on page* 9)

To Follow Through on SPG Joining with AMPP

From THE DAILY Bureau

HOLLYWOOD, Oct. 18. — Eric Johnston, president of the Motion Picture Association, told members of the Screen Producers Guild last night that he would "follow through" on the matter of SPG joining the Association of Motion Picture Producers when he

(*Continued on page* 9)

PERSONAL MENTION

HENRY H. "HI" MARTIN, Universal Pictures vice-president and general sales manager, left New York yesterday for Atlanta. He will return on Friday.

•

NAT ESFORMES, Latin American publicity director for Columbia Pictures International, has returned to New York from a tour of South and Central America.

•

A. MAXWELL HAGE, president of Broadcast Editorial Reports, left here last night for Washington.

•

SPERIE P. PERAKOS and JOHN PERAKOS, of Perakos Theatres Associates, New Britain, Conn., have returned there from New York.

•

HERBERT BENNIN, of the M-G-M sales executive staff, is in Dallas and Oklahoma City this week for meetings on "Ben-Hur."

•

HERMAN KASS, Universal Pictures executive in charge of national exploitation, will leave New York today for Houston and Dallas.

•

FRED STOESSEL, president of Fredric Stoessel, Inc., has been married to the former TONI FAREN, of the BBD&O publicity department.

•

HOWARD MINSKY, assistant to GEORGE WELTNER, Paramount vice-president in charge of world sales, left here yesterday for Toronto.

•

DICK MCKAY, Walt Disney Studios publicity director, has arrived in New York for conferences with Buena Vista executives.

•

EARL GRANT, singer, will arrive in New York from the Coast via Winnipeg today to record a special show for the March of Dimes.

gems of showmanship!...
SPECIAL TRAILERS
by national screen service

Lober Named Executive Assistant to Youngstein

Max E. Youngstein, vice-president of United Artists, yesterday announced the appointment of Lionel Lober as his executive assistant.



Lionel Lober

Before joining UA, Lober served as assistant to producer Otto Preminger on his forthcoming production, "Exodus." He has been a writer - director for Contemporary Productions of Boston and an administrator for the American Photo Corporation of New York. Prior to that he edited foreign languages subtitles for Warner Bros., in Paris.

Big Licensing Campaign For Columbia 'Worlds'

A big merchandising and licensing campaign is currently being undertaken for Charles H. Schneer's "The 3 Worlds of Gulliver," a Columbia Pictures release. Licenses have been awarded to 14 manufacturing organizations, with many more now in negotiation.

The firms include the following: Happy Cottons, Inc., fabric manufacturers; Cindy Lee Corp., makers of children's dresses; Jaymee Fashions, Inc., children's sportswear; Lazy Time Togs, Inc., makers of robes and pajamas for children; May Knitting Co., swim and beachwear manufacturers; Campus Girl, Inc., robes and pajamas; H. & M. Sportswear, Inc.; and Rodless Decorations Inc., makers of bedroom ensembles and curtains.

Licenses were also awarded to the U.S. Basket Co.; Burntwood Products Co., jewelry makers; Jo White, Inc., junior dress manufacturers; Uneeda Doll Co.; Richard G. Krueger, Inc., lamp makers; and the Arlington Hat Co.

Negotiations are under way with soft goods firms, shoe and shirt manufacturers to merchandise "The 3 Worlds of Gulliver" products.

Coast Museum Starts Campaign for Members

From THE DAILY Bureau

HOLLYWOOD, Oct. 18.—A founder membership drive was launched today by Hollywood Museum Associates as the initial step in the raising of funds to publicize and acquire exhibits for the Hollywood Motion Picture and Television Museum.

Sol Lesser is president of Hollywood Museum Associates.

Shooting Ends on 'Guns of Navarone'

From THE DAILY Bureau

LONDON, Oct. 18.—Carl Foreman announced here today that filming had been completed on his multi-million dollar modern adventure epic, "The Guns of Navarone," for Columbia release, after almost seven months of shooting in Greece and England.

The film, with screenplay by Foreman, is Columbia's most expensive production to date. Shot in color and CinemaScope, the all-star cast includes Gregory Peck, David Niven and Anthony Quinn, with Anthony Quayle, Stanley Baker, James Darren, Gia Scala and Irene Papas co-starred.

Vast Cave Constructed

The final stage of filming was completed on one of the largest outdoor sets ever constructed. The enormous gun cave fortress, which is the focal point of the plot, took five months to construct. Designed to represent a German-occupied base on a Greek island, the massive structure stretches over an area of almost two acres. Towering over 140 feet into the air, the gun fortress was built of tubular steel and timber. More than 160 workers were involved in the process of building the super-structure.

The imposing guns contain about 14 miles of cable. To complete filming of "The Guns of Navarone," an army of workmen agreed to work on a seven-day-a-week basis in order to complete construction of the set.

To Be Ready Next Spring

Foreman estimates that the task of assembling the first rough cut of the picture will require three months of intensive work. He expects "The Guns of Navarone" to be ready for the public sometime next spring.

Pathe-Alpha New Name Of Distributing Firm

From THE DAILY Bureau

HOLLYWOOD, Oct. 18. — Alpha Distributing Company, the newly formed subsidiary of America Corporation, which will finance and release 12 features during 1961, is changing its name to Pathe-Alpha Distributing Company, it was announced by Budd Rogers, president. Change was necessitated when the company could not get national clearance on the Alpha name.

Rogers also revealed that six production packages, including casts, producers, directors and completed scripts, have been presented for approval to Theatre Owners of America committee, consisting of George Kerasotes, M. Spencer Leve, Samuel Pinanski, Walter Reade, Jr., E. D. Martin and Albert Pickus, for exhibitor approval.

AMPA Honors

(*Continued from page* 1)

campaign: to Metro-Goldwyn-Mayer for "Ben-Hur." Joseph Vogel, MGM president, has been invited to accept the award.

To the year's outstanding showman: Joseph Levine, president of Embassy Pictures, for his promotion of "Hercules," "Jack the Ripper," and other recent films.

To the man in the service or trade association field who performed outstanding meritorious service: Gordon White, director of the Advertising Code Administration of the Motion Picture Association of America, and long-time officer of AMPA.

The Association will also present a special award to Adolph Zukor, veteran chairman of the board of Paramount Pictures, in recognition of his long service to the industry. This was previously announced.

Montgomery said that Maurice Bergman, veteran industry publicist will be toastmaster at the luncheon and will present the awards and citations. Selections were made by a special AMPA committee, with the approval of AMPA's directorate.

Trevelyan to Meet With AHA Executives

From THE DAILY Bureau

HOLLYWOOD, Oct. 18.—Charles W. Fredrichs, San Francisco, and Rutherford Phillips, Denver, president and executive director of American Humane Society Association, arrive here tomorrow for conferences with John Trevelyan, secretary of the British censor board; Geoffrey Shurlock, Code administrator, and James Jack, supervisor of AHA's Hollywood office.

Supervision and acceptance of animal action in films will be discussed.

JET TO BRITAIN
aboard BOAC's daily
MONARCH
ROLLS ROYCE
INTERCONTINENTAL
707
(fastest of all big jets) with 'Golden Service'
B·O·A·C
reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Jet and/or jet-prop flights from New York, Boston, Chicago, Detroit, Honolulu, San Francisco, Montreal, Toronto.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

itt. Business Up fter 'Series' Dip

Special to THE DAILY

PITTSBURGH, Oct. 18—Business midtown theatres, hard hit by the /orld Series, picked up appreciably ıce it was over.

Several of the theatres closed at 9 M. on the last night because of poor ısiness and the fear of incidents in-)lving the celebrating mobs.

Films doing good business again in- ude "Surprise Package" at the Har- s; "Dark at the Top of the Stairs" at e Stanley; "The Angel Wore Red" the Penn; and "Jungle Cat" at the quirrel Hill, all sure holdovers.

Marcus Plan'

(*Continued from page* 1)

es will continue to give the plan ıeir whole-hearted cooperation."

Harry Hendel of the Allied Motion icture Theatre Owners of Western ennsylvania pointed out that the suc- ess of the "Jungle Cat" promotion ıd a special significance because Alle- heny County, containing Pittsburgh, as 10 per cent unemployed and the ıree adjoining counties Lawrence, reene and Butler, have a 12 per cent nemployed situation. He quoted ureau of Labor statistics to show ıat there are 400,000 unemployed in ıe State of Pennsylvania.

'Looks Good,' Says Seidelman

Larry Seidelman, Buena Vista ranch manager here, said: "While aly partial figures are at hand those e have seem to prove the compara- ve value of the plan. It looks good. lowever, until final figures are avail- ble, no definite conclusion can be eached."

Exhibitors and Buena Vista officials re comparing the results of the en- agements of "Jungle Cat" with rosses on "White Wilderness," an- ther Disney picture.

Other comments on the first eek's results on "Jungle Cat" were s follows:

Joe Bugala, general manager of lonessen Amusement: "The plan is n the right track. I'm 100 per cent or it."

Ken Winorgrad, owner of the Ori- ıtal Theatre, Rochester, Pa.; "I'm ell satisfied with the results. The lan proved very successful in my ıeatre."

'We're Quite Happy'

Victor Notopolous of the Notopo- ous Theatre Circuit, Altoona: "We're uite happy with the results at the apitol Theatre."

The plan, which consists of extra dvertising shared equally by thea- es and the distributor, was set for vo groups of theatres. The first en- agements were in key-run theatres the following cities and towns in Vestern Pennsylvania and West Vir- nia:

Western Pennsylvania—Erie, Mead- lle, Oil City, Franklin, Butler, eaver, Newcastle, Sharon, Roches- ter, Aliquippa, Greensburg, Vander- grift, Washington, Uniontown, Char- leroi, Altoona, State College, Johns- town, Indiana, Bradford and Warren; West Virginia — Clarksburg, Wheel- ing, Morgantown and Fairmont.

The second wave of plan-backed engagements is set for 17 towns, as follows: Western Pennsylvania— Corry, Kittanning, DuBois, Phillips- burg, Somerset, Bedford, Huntington, Barnesboro Ridgway, Kane, Patton, Brookville Ellwood City, Greenville; West Virginia — Elkins, Buckhannon and Grafton.

Russia and Italy Enter S.F. Festival With Pictures That Won at Cannes

Special to THE DAILY

SAN FRANCISCO, Oct. 18—In the next few days of the fourth annual San Francisco International Film Festival, which opens tomorrow night, Russia and Italy will again compete with the same pictures they entered at Cannes last Spring in the competition which saw Italy's "The Sweet Life" emerge as grand prize winner and the Soviet's "Ballad of a Soldier" runnerup.

This will be Russia's first appearance in the San Francisco festival. Italy has entered all four years and last year scored a grand slam here with Roberto Rossellini's "Il Generale de Rovere" for the best film and the best direction. Another major award—best actress — was bypassed by the judges on the grounds that not a female performance in the entire festival was worthy of a Golden Gate Award.

"Sweet Life" is Federico Fellini's account of Roman high (and low) life. Festival Director Irving F. Levin said that Fellini personally entered the film, which copped the Cannes grand prize. Levin added that Fellini is also delivering the film to the San Francisco festival in person.

Director to Be Present

However, although placing second to Italy at Cannes, Russia will not be outdone here in the personal appearance department. Not only will "Ballad of a Soldier" be accompanied by its director, Gregori Chukrai, but the latter also will head a delegation of Soviet cinematic artists, including 19-year-old Shanno Prokhorenko and her male co-star, Vladimir Ivashov. Russia entered this festival as the result of negotiations made by Mayor George Christopher on his trip to the Soviet Union.

Four years ago Christopher appointed "Bud" Levin as director of the festival, which is non-profit and under the auspices of the City Art Commission.

For the next two weeks the Metro Theatre screen will reflect 20 films from 19 nations. In addition, there will be upwards of fifty short subjects to compete in nine categories.

France's "Love Game" will open the festival tomorrow night. Thursday will see Italy's "Sweet Life"; Friday will have Denmark's "A Stranger Knocks" and Saturday will feature Russia's "Ballad of a Soldier."

Two from U.S.A.

Although there is no Hollywood entry, the United States will be represented by two independently produced features. These are Barnaby Conrad's "Flight" from the story by John Steinbeck, and "Shadows," directed by John Cassavetes from a script that allowed the actors to improvise their own roles.

Other nations represented are Hong Kong, Mexico, Japan, Poland, Germany, Hungary, Yugoslavia, Sweden, Czechoslovakia, Israel, Pakistan, Korea, Holland and Spain.

Files Anti-Trust Suit Involving 'Art' Films

An anti-trust suit involving distribution of "art" films in Nassau County has been filed by the Bar Harbor Theatre in U. S. District Court in the Eeastern District of New York.

There are 21 defendants named in the summons and camplaint including Donald S. Rugoff, Charles H. Moss, B. S. Moss, Rugoff and Becker Management Corp., Zenith International, Continental Distributing, etc.

'Rovere' to Paris Here

Roberto Rossellini's "General della Rovere," a Continental Distributing release, will have its American premiere at the Paris Theatre here following its current attraction.

Business Film Producer Changes Corporate Name

Marathon International Productions, Inc., is the new name of Marathon TV Newsreel, producer of business films here. The change is "to more accurately reflect the company's current activities," according Konstantin Kalser, president.

The firm for 12 years has been a producer of public information and news film for both U. S. and overseas industry. Kalser said under the new corporate alignment, news opeations will be handled by Newsfilm, Inc., an affiliated company.

Organized in 1948

Marathon has been international in character since its inception in 1948 as an organization filming overseas news for U. S. newsreels and television. Service facilities are maintained in London, Berlin, Rome, and Paris, with main offices in New York.

Atlantis Films Moves

Atlantis Films, Inc. has announced the removal of its home offices to 200 West 57th Street here.

'Entertainer' Big

Continental Distributing's "The Entertainer" grossed $13,000 in its second week at the Sutton Theatre, bringing the total gross to $28,000.

PEOPLE

Joseph G. Alterman, assistant secretary and administrative secretary, Theatre Owners of America, will be a guest speaker before the three-day International Convention Planning Exposition to be held at the Las Vegas Convention Center, starting Nov. 29. Organized as the first "convention for convention planners," the I.C.P.E. will play host to several thousand association and corporation executives who plan conventions, business meetings, trade shows, expositions and fairs.

□

Tony Coutsoumbis, manager of the J. P. Harris Theatre in Pittsburgh, has been re-elected Commander of the Pittsburgh Hellenic Post, American Legion, for his fourth consecutive term.

□

John J. Maloney, who recently retired as Central Division manager of MGM, was honored at a dinner yesterday at the Penn-Sheraton Hotel. The committee for the affair included **George W. Eby, Morris Finkel, George Stern, John McGreevy** and **Milt Brourman.**

□

Pat McGee, owner of the Tower Theatre, Denver, and a secretary of Rocky Mountain COMPO, is acting as treasurer for the Colorado Association for Standard time.

□

Clayton Pantages, recently promoted from Albany, N. Y., branch manager for 20th Century-Fox to a position in the five-man "sales cabinet" created by general sales manager **C. Glenn Norris**, will be honored at a testimonial dinner in the Sheraton Ten-Eyck Hotel, Albany, on Nov. 14 instead of on Oct. 25 as originally planned.

□

Fred Koontz, of the East Windsor (Conn.) Drive-in Theatre, a unit of the Lockwood & Gordon circuit, has won that organization's state-wide competition to determine which of its managers could produce the most signatures on the anti-toll tv petitions. **Koontz** obtained over 900 pledges.

Brandt to West Coast

Richard P. Brandt, president of Trans-Lux Film Distributing and Television corporations, leaves here tomorrow for an extended West Coast trip involving business of both companies. Brandt will confer in Los Angeles with the Motion Picture Academy on the foreign film situation in general, set final plans for the Los Angeles mass saturation play-off in December on "Nude In A White Car," and move on to San Francisco for the Film Festival to meet with foreign producers and look over possible product for distribution.


WAR

TODAY

AFTER SEVEN MONTHS OF SHOOTING IN GREECE, THE AEGEAN SEA, AND ENGLAND...THE GUNS GO SILENT.

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THE GUNS OF NAVARONE

design by K/S/T










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"THE GUNS OF NAVARONE"

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Written and Produced by CARL FOREMAN Based on the novel by ALISTAIR MacLEAN / Directed by J. LEE THOMPSON

In EASTMAN COLOR and CINEMASCOPE / A HIGHROAD PRODUCTION

Hartford Data

(*Continued from page* 1)

n opposition to the Broadcast Bu-eau's position.

Cohn noted that the Broadcast Bu-eau had already filed a document which agreed in all essential re-pects" with the request for clarifi-ation of the programming issue that e had made earlier. This would larify the issues so as to make it pparent that the FCC's original earing order was broad enough to mbrace these questions.

Fears Meaningless Hearing

Attacking Phonevision's stand on his, Cohn said that the pay-tv firm would have the commission conduct hearing devoid of any meaningful nformation with respect to the pro-rams it would present, asserting that heir nature and content are not an ssue in this hearing."

Cohn notes that it is "precisely ver the issue of programming" that he issue has been joined in the past, nd this question "is the heart of the ontroversy to be settled by the com-nission in this hearing."

As Cohn sees it, "for the commis-ion to attempt to resolve the con-roversy without investigating and onsidering fully the programming to e presented over pay-tv, would ransform the proposed hearing into meaningless exercise upon which o lawful determinations could be nade."

Disagrees with Bureau

Cohn takes issue with the Broad-ast Bureau's suggestion that because Hartford would be a trial operation, t might be judged on the basis of ess specific programming information han would be required of a proposal or permanent operations. Even if his were true, Cohn says, the com-nission must "have adequate infor-nation as to the nature of the pro-rams to be presented and it must lso have adequate assurance that hese representations will be fulfilled."

The fact that a request for a trial uthorization is involved "does not n any way change the nature of the asic information which the commis-ion must have before it in this case," e adds.

Moreover, Cohn's response ob-erves, FCC cannot determine what ffect the proposed pay-tv programs vill have upon the programs now vailable on free tv without knowing with reasonable certainty what pay-v programs will actually be pre-ented over the air."

Calls Statements Vague

Cohn concludes by commenting hat he believes these observations re necessary in the light of the fact hat Hartford Phonevision "apparent-y believes that it has fulfilled the onditions" laid down by FCC for a ay-tv trial "by the 3½ pages of gen-l and vague statements which con-itute the programming portion of ts application."

In regard to Zenith and Teco, the Broadcast Bureau asserts that Teco ases its claim of right to intervene "on the naked allegation" that its contracts with Zenith and Hartford Phonevision show that Teco has a special and direct interest in pay-tv.

Zenith, according to the bureau, "pleads that it is the developer of the system, has joined in submitting the information in the application, and that unfavorable action on the application '. . . could hinder the establishment of subscription television in other markets.' A claim of standing to be supportable within the scope of the hearing order must be tendered with that detail which will show that petitioners' '. . . interests would be so directly and so substantially affected . . . as to entitle them as of right to the opportunity to be heard . . .' Supporting data herein set forth, however, demonstrates only the contingent and speculative nature of petitioners' interest. Accordingly, the petitions must fail."

Apart from the inadequacy of Zenith's and Teco's pleadings as the basis for intervention as a matter of right, the representations that both Teco and Zenith will rely upon the case put in by Hartford Phonevision are "conclusive that intervention would not 'assist' the commission within the meaning" of the hearing order, the bureau says.

Quickly filing responses to the Broadcast Bureau's opposition, counsel for Zenith and Teco asserted that both firms have a right to intervene. They noted that under a "long line of judicial decisions," particularly the Elm City Broadcasting case, FCC cannot deny the right to intervene simply because it believes that the prospective—and qualified—intervenor might not "assist" the commission.

Osborne to Retire

Marion W. Osborne, manager of the 20th Century-Fox Oklahoma City branch office will retire, effective Jan. 1, 1961, after 34 years with the film company. His successor has not been announced.

G. I. Blues

CONTINUED FROM PAGE 1

based American soldier who must spend the night with an aloof Gastehaus dancer (Juliet Prowse) in order to win a $300 bet and make a down payment on a stateside night club for himself and two buddies (Robert Ivers and James Douglas).

How he sets about winning the frigid fraulein, succeeds in creating a mutual affection with her, resigns from the bet, and eventually wins it by spending the night under very innocent circumstances is the gist of the Paramount release.

Director Norman Taurog captures much of the feeling of a G.I. on the loose in Germany and color shots of the story's locale are a great aid. Ivers as the sidekick who most wants to see Presley win the wager is outstanding in his over-zealous attempts to join the two. Miss Prowse is a welcome treat in her two modern dance numbers staged and created by choreographer Charles O'Curran. Presley fans will note that the rock-'n'-roll idol sings no less than ten Joseph J. Lilley songs ranging from his guitar-backed speciality to a pleasant lullaby.

The contents are all here for a good time and that should mean good business at the box office. But it must be noted that the theme of the picture plus a sub plot which deals with an illegitimate child make it questionable fare for youngsters.

Running time, 104 minutes. Release, in November.

WILLIAM WERNETH

Name Krushen

(*Continued from page* 1)

new assignment is a concrete demonstration of UA's recognition of the great importance of newspapers, publishers, publishers associations, exhibitors and exhibitor groups in the effective marketing of motion pictures. With his unique background in the fields of journalism and motion picture exploitation, Mori Krushen is an ideal choice as a direct executive liaison with these groups."

Krushen organized and developed UA's first national Coast-to-Coast exploitation force in 1945 handling such pictures as "Red River," "The Outlaw," "Spellbound," "Champion," "Home of the Brave," etc. Later, he organized and developed a new national field force which is functioning today.

SPG and AMPP

(*Continued from page* 1)

returns to the East from here. The groups are seeking a formula for selecting representatives.

Johnston, guest speaker at the Guild meeting last night, spoke mainly of his findings on his recent trip to Africa. Margaret Twyman, Anna Rosenberg and Y. Frank Freeman, also in attendance as representatives of AMPP, spoke of various AMPP activities.

Lou Edelman took over the chair for SPG president Walter Mirisch, who was bedded with flu.

'Wind' Gross $56,586

Stanley Kramer's "Inherit The Wind" rolled up $56,586 for the first week in its dual American premiere engagement at the Astor and Trans-Lux 85th Street Theatres here. The combined gross includes $37,259 for the Astor, and $19,327 for the Trans-Lux 85th Street.

TOA's Meeting

(*Continued from page* 1)

Congressmen and Senators Monday evening, March 20, at the Mayflower.

The meeting will bring together TOA's officers, its assistants to the presidents, its vice-presidents, its state unit heads, and its executive committee from all over the country, and Canada.

Pickus said that it is expected new wages and hours legislation, new bills to ban pay-tv, and state efforts to enact censorship or classification legislation, will be among the items the TOA executives will want to discuss with their legislators.

Regional Confabs Set

On Wednesday, March 22, the Motion Picture Theatre Owners of Metropolitan D.C., headed by A. Julian Brylawski, president; the Motion Picture Theatre Owners of Maryland, headed by John G. Broumas, president, and the Virginia Motion Picture Association, headed by Roy Richardson, president, will meet in Washington with TOA toppers.

MPA Campaign

(*Continued from page* 1)

officially on Monday has scheduled as its target date for the return of contributions Friday, the 21st. But some companies are already beginning to send their collections to the MPAA treasurer.

In addition, a change in the collection method was determined upon today by the campaign directors at the suggestion of some of the company administrators who have large numbers of West Coast personnel. Originally, the contributions from California were to be sent to New York for the final tally. Instead, citizen's committees of each party will participate on both coasts in making the count. The grand total is to be announced late next week at appropriate ceremonies.

Johnston for 'Awakening'

Eric Johnston, MPAA president, stressed the importance of full participation by industry members. "It is not the sum collected that is the major objective," he said, "but the fact that this effort can create a reawakening of the American people to their responsibilities as citizens."

Arnswalder Named

(*Continued from page* 1)

places Abe Dickstein, recently named a member of the "sales cabinet."

The new manager is a veteran of 25 years in the distribution field, and has spent the last 13 years with 20th Century-Fox.

A native of Brooklyn, he was associated with MGM as a salesman for twelve years, resigning in 1947 to join Fox as assistant to the manager of the New York office. Three years later, he was elevated to booking supervisor, followed by promotion to the newly-created post of assistant branch head, a position he held until his promotion.

'Matinees' in Etobicoke Introduced by Telemeter

Special to THE DAILY

TORONTO, Oct. 18. — Telemeter has introduced matinee performances, Mondays through Fridays, of current feature films shown on its pay-tv system in Etobicoke, suburb of this city. Billed "especially for the ladies," the matinee performances are being offered on Channels A and B at an admission charge of 60 cents per family. Evening admission for the same films is $1.

Among the features currently playing on Telemeter are "Let's Make Love," "It Started in Naples," "Ice Palace" and "Oscar Wilde."

Six for Crosby

(*Continued from page* 1)

der, chairman of the board of Astor, said Astor will release 10 pictures in 1961, the largest schedule in its 30-year history.

"Our policy will continue to be centered in medium budget exploitation films," Bruder said, "which have proved extremely profitable during the last year."

Set for release by Astor in January are "Sunlovers Holiday" and "Broadway Girl." These will be followed by "The Woman in Room 13."

The first of the pictures to come from Crosby will be "The Dress," which will be made in New York City for release in March. At a press conference here yesterday Crosby said his company will make low-budget, exploitation pictures for the mass theatrical market.

Crosby said this is his first entry in the feature film production business as an independent. The productions will be financed jointly by Astor Pictures and Crosby.

Associated with Crosby in the venture are Bruder, Samuel J. Floosaner, a tax attorney, and Alfred H. Morton.

Harry Goldstone has been made national sales manager of both companies, effective immediately, Bruder announced.

Role in Election Year Of Broadcaster Studied

Special to THE DAILY

DALLAS, Oct. 18. — Approximately 200 delegates to the National Association of Broadcasters regional conference at the Sheraton-Dallas Hotel here today heard a thorough discussion of the broadcaster's role in an election year at the afternoon session. NAB panelists Vincent Easilewski, Howard H. Bell, John F. Meagher, and Charles Tower stressed that he must adhere to codes and regulations; he should make every attempt to understand all government—local, state and national—which would result in government's better understanding of him; he can take an active interest in politics as his civic duty and as Tower said, "it's lots of fun."

Speaking at a luncheon session Richard Shafto, of the NAB policy committee, said there should be 100 per cent adherence to the television and radio codes.

The morning session saw a lively discussion from the floor on what makes a good salesman—creativeness, ability to mentally maneuver, personality poise and intelligence. Best means of compensation were also discussed with most broadcasters preferring small salary guarantees plus commission.

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AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

KALMUS—a name that carries quite an impact in the motion picture firmament because Dr. Herbert T. Kalmus is the man whose development of Technicolor proved to be a sensational new "dimension." And now, another Kalmus, Bea, via her nitely WMGM series, has likewise added a new dimension in audio, by presenting her own version of Radiocolor, a rare combination of beauty, charm, wide knowledge of showbiz and showfolk and the ability to project theirs and her own personality (perhaps the word is —KalMUSIC) . . . On our recent trip to the West Coast we learned a easy way to LOSE listeners. The new program director or manager of station KGO has instituted a policy restricting the kind of music played to include ONLY instrumental. The thousands of San Franciscans who like to hear artists including Perry Como, Peggy Lee, Bing Crosby, Frank Sinatra, Frankie Laine, Connie Francis, Pat Boone, Lawrence Welk, Betty Cox, Nat King Cole, Eileen Farrell, Robert Merrill, now (K)GO elsewhere on the dials. . . . Ork Pilot Benny Strong, next month will be featured concurrently on 4 different media. Platter-chatter will be heard over KSAY (radio) Channels 2 & 7 (TV) Golden Gate Theatre (Theatre) and his orchestra provides the dance rhythms at the Hotel Berkley. (STRONG—indeed.) . . . Art (KSFO) Finley introduced us to Jack Rosenbaum of the Call-Bulletin and after a brief half-hour we perceived the reason for Jack's being one of the town's most widely-read columnists. . . . Bill Hickok, for many years the "voice" of the *Atlanta Constitution* over WCON) and more recently heard over WPTR, Albany (N.Y.) is now spinning platters and yarns over San KFRCisco. . . .

☆ ☆ ☆

Young Dick Stewart, whose daily teen-age hops TVia KPIX (S. Francisco) is "endsville" for local youngsters, has been wielding influence which has won him the respect and affection of the parents. He insists the youngsters, appear in coventional dress, hold their natural exuberance in check and behave as behooves "young ladies and gentlemen." (And his remarkable success is StewART in itself.) . . . Lewis Freedman, producer of most of the "Play of the Week" (WNTA) shows, is Producer-Director of the "Velvet Glove" TVehicle, starring Helen Hayes. . . . Don't miss Alan King's "Insurance" stint Nov. 9 on the Perry NBComo show. The laffs are KING-size. . . . Sportscaster Harry Wismer and the coaching staff of the N. Y. Football Titans will be partied at the Eden Roc Club next Wed. (The way this team is going they must be Wismerized.) . . . The Troupers will honor Bea Kalmus (she in again?) with a tea next Tues. at the Harwyn Club. . . . Young Randy Kenton, currently programming and announcing at WHUC, Hudson, N.Y., learned his way around mikes, cables, wires and cameras while station mgr. with the Armed Forces Radio & TV Service and featured actor in Far East productions of "Stalag 17," "Pajama Game" and "Laura." . . . And if TV execs are really seeking talent, howcome they don't see nor recognize a fellow named Eddie Dowling, who can give some of the current crop of producers lessons in staging, lighting, timing, acting and general theatre ken? (just asking.) . . . Betty Cox, who'll make her third guestint next week on Don McNeill's "Breakfast ABClub," will warble an "I Do-et" Oct. 29 with Frank K. Johnson, an IBM sales exec. . . . Prexy Ira Gottlieb of Flamingo Films, negotiating with John Goldwater to add a "Nutty Squirrel Comic Book" to his Archie Comics Group of kiddie mags. Flamingo's teleseries "Nutty Squirrels Tales" a clickee in about 40 markets. . . .



Dick Stewart

Family Film

(*Continued from page* 1)

to make films which "appeal to whole family."

Miss Winston, a young, charm and attractive brunette, discussed first film producing venture, t "Hand in Hand," which was co-duced in England by Columbia tures and Associated British Pict Corp. Columbia will release the world-wide with the exception of United Kingdom and South Af where it will be distributed ABPC. It is a British quota pictu

"Hand in Hand," a story of youngsters (a boy of 9 and a gir 7) who suddenly become aware their differences in religion, is a ture that "had to be told," said Winston. She said she owned rights to the story, an unpublis original by Leopold Atlas, for years, before she finally convin Columbia and ABPC to back up faith by financing the production.

In addition to the two youngst the picture also stars Dame S Thorndike and Finlay Curry. It directed by Philip Leacock, direc of Columbia's "Let No Man W My Epitaph," from a screenplay Diana Morgan.

Miss Winston, whose show bu ness background includes former tress, publicist, exploiteer and te vision producer, will aid in promot the film here before producing next picture, "Strawberry Leaves," England. The latter is based on a story by T.E.B. Clarke, author "Lavender Hill Mob."

Miss Winston will produce f television spectaculars for the Brit Broadcasting Company before sta ing production on the film early n summer.

No release date has been set on "Hand to Hand," which is to screened for opinion makers acr the country.

Mass for Burke Today

Requiem mass will be held t morning at St. Joachim's Chur Cedarhurst, L. I., for Joseph Burke, Buena Vista manager branch operations, who died on S uday. He is survived by his wi Evelyn; a daughter, Mrs. Daryl M nifico, and a son, Brian.

Burke, who had been with Bue Vista since its inception, forme held posts with 20th Century-Fox.

Ames Bros. Reception

Embassy Pictures yesterday held reception for the Ames Brothers w have recorded for RCA-Victor t title song from "Where the Hot Wi Blows." Attending were disc jocke throughout the metropolitan area a members of the press.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 77 NEW YORK, U.S.A., THURSDAY, OCTOBER 20, 1960 TEN CENTS

Frankfurter

Questions Action Cause In Censor Suit

Raises Issue as Times Film Begins Arguments

By E. H. KAHN

WASHINGTON, Oct. 19.—Justice Felix Frankfurter questioned whether there was cause for action in the Times Film Corp. censorship suit today as Felix Bilgrey, attorney for the company, began argument in the case before the Supreme Court.

"In all the adjudications thus far," Justice Frankfurter said, "we have been very careful not to pass on prior censorship." He wanted to know

(*Continued on page 2*)

Branson Named Aide To Robbins at NSS

Appointment of Walter E. Branson to the post of executive assistant to the president of National Screen Service was announced yesterday by Burton E. Robbins, president.



Walter E. Branson

Formerly vice - president in charge of worldwide distribution for R.K.O. Radio Pictures, Branson has been associated with TV Stations, Inc. for the past year.

In making the announcement, Rob-

(*Continued on page 7*)

RCA Sales in Record $1,061,000,000

Sales of products and services of the Radio Corporation of America for the first nine months of 1960 achieved a new record of $1,061,000,000, an increase of eight per cent over the same period of 1959, David Sarnoff, chairman of the board, and

(*Continued on page 3*)

TOA Warns on 'Adult' Films, Ads, in Event Times Film Wins Censorship Test

A warning to exhibitors to be circumspect in booking and advertising films in the event the U.S. Supreme Court rules in favor of Times Film in the "Don Juan" case now before the high court, is published in the current Theatre Owners of America "Bulletin."

"While we are hopeful of an adjudication which will outlaw precensorship and cut the ground from under the five states and few score municipalities which still exercise censorship," the Bulletin says, "it is

(*Continued on page 2*)

Jersey Allied Meets With 20th-Fox Today

The New Jersey Allied Theatre Owners emergency defense committee is scheduled to meet here this morning with Abe Dickstein, whose territory as a member of the recently created 20th Century-Fox sales cabinet includes New Jersey, to discuss datings of "Can-Can" in 35mm in members' theatres.

As part of its campaign to relieve the product shortage affecting Jersey theatres, the committee wrote C. Glenn Norris, 20th-Fox general sales

(*Continued on page 7*)

Withdraw Italian Entry In S.F. Film Festival

Special to THE DAILY

SAN FRANCISCO, Oct. 19.—"Sweet Life," the Italian entry in the San Francisco international film festival, and scheduled to be shown tomorrow, suddenly was taken out of competition by its producer, Joseph Amata.

Amata's explanation to Irvin M. Levin, executive director of the festival, was that he would not let the

(*Continued on page 3*)

Films Not Affected in U.S. Embargo on Cuba

From THE DAILY Bureau

WASHINGTON, Oct. 19.—Motion picture shipments to Cuba are not affected by the sweeping export embargo that has been imposed by the U.S. Government. Entertainment films are exported under Commerce Department's general license G-PUB, which covers prints and publications

(*Continued on page 7*)

Fisher Named UA Exploitation Manager

Al Fisher has been appointed national exploitation manager of United Artists, it was announced yesterday by Roger H. Lewis, vice-president in charge of advertising, publicity and exploitation. Fisher, who has served as assistant exploitation manager

(*Continued on page 7*)

Academy OKs Nationwide '61 'Oscar' Sweepstakes; TOA Urges Theatre Aid

"Spot the Stars" sweepstakes, a nationwide merchandising plan, has been approved by the Academy of Motion Picture Arts & Sciences as a major promotion for next year's Academy Awards presentations on April 17, 1961, it was revealed yesterday by Theatre Owners of America.

TOA's membership "Bulletin" reports that it was informed of the "Oscar" promotion plan when one of its committees met with Academy officials in Los Angeles last month at the time of the TOA convention there. The Bulletin notes, in addition, that "To our pleasure, the Academy indicated a desire to work closely with exhibition. We feel we have established another direct liaison with another important Hollywood agency."

Previously, TOA had held several committee meetings with the Screen Producers Guild for an exchange of views and information.

The "Spot the Stars" sweepstakes will be conducted by the Reuben H. Donnelley Co. with the cooperation of many nationally known food and grocery companies. Donnelley will mail 22,000,000 envelopes to the country's key markets a few weeks before "Oscar" night, each envelope containing discount coupons for food products and an entry blank for the "Spot the Stars" sweepstakes.

Housewives will be asked to fore-

(*Continued on page 7*)

Next Tuesday

Big Turnout Is Seen for Compo Annual Meeting

Election of Officers on Agenda for Directors

A big attendance and a full agenda is assured at the annual meeting of the Council of Motion Picture Organizations at the Hotel Astor here next Tuesday, Charles E. McCarthy, executive secretary of Compo, said yesterday.



Charles McCarthy

The annual session includes membership, executive committee and board of directors meetings. The membership includes representatives of exhibition, production - distribution,

(*Continued on page 3*)

Must Pre-Condition Audiences: Hathaway

By SIDNEY RECHETNIK

Audiences must be pre-conditioned to the type of picture they are going to see, according to Henry Hathaway, 20th Century-Fox producer-director.

Hathaway made this comment in discussing the title of his recently completed "North to Alaska" for 20th-

(*Continued on page 6*)

FCC's Lee Would Move All TV to UHF Bands

Special to THE DAILY

SAN FRANCISCO, Oct. 19. — A proposal that all television be moved to the ultra-high-frequencies was made here by Federal Communications Commissioner Robert E. Lee before the National Association of

(*Continued on page 7*)

TELEVISION TODAY—page 7

PERSONAL MENTION

STANTON GRIFFIS, chairman of the executive committee of Paramount Pictures and a member of the board of directors, has arrived in Hollywood from New York, enroute to Japan.

•

JUD PARKER, of Embassy Pictures' advertising-exploitation staff, is in Toronto from New York on "Where the Hot Wind Blows." MILTON CARLE, Embassy's record promotion specialist, is in Philadelphia today on behalf of the same film.

•

JOE PASTERNAK, producer of "Where the Boys Are," his new Euterpe production for Paramount, will return to the Coast today from New York.

•

MRS. SPERIE P. PERAKOS, wife of the general manager of Perakos Theatre Associates, New Britain, Conn., has left there for Detroit.

•

HENRY HATHAWAY, director of "North to Alaska" for 20th Century-Fox, will return to Hollywood tomorrow from here.

•

NICHOLAS RAY, director of M-G-M's "King of Kings," has returned to the company's Coast studios from Madrid, where the production was filmed.

•

TED LEVY, Cleveland district manager for Buena Vista, is vacationing in California.

•

DON DALRYMPLE, head booker for M-G-M in Minneapolis, has returned there from Chippewa Falls, Wisc.

•

NAT C. GREEN and ALDEN H. HOWE, Los Angeles officials of Bank of America, have arrived in New York for conferences with film and television executives.

•

HERMAN BEIRSDORF, district sales manager for American International Pictures in Dallas, has returned there from Atlanta.

•

WARREN GREEN, auditor for M-G-M, was in Minneapolis from New York.

Minoff to Preminger

Lee Minoff has joined the Otto Preminger organization and will work with Nat Rudich on the publicity and advertising campaigns for Preminger's "Exodus." Minoff has worked as a unit publicist and on the production staffs of a number of major films produced in New York.

Query Action in Censor Suit

(*Continued from page* 1)

if Times Film was raising an abstract legal question and whether there was adequate cause for action.

The case is to be continued tomorrow. Involved is the legality of a Chicago ordinance which demands viewing of films by censors before public exhibition. The picture which Times Film refused to show was "Don Juan," an adaptation of Mozart's "Don Giovanni."

While the Supreme Court has agreed to hear arguments in the case, it could avoid a ruling if it desired. The U.S. District Court ruled in favor of the city of Chicago and the Court of Appeals for the Seventh Circuit upheld that decision.

Bilgrey argued today that censors had no initial right to know what is contained in a movie. He maintained the right of exhibitors to show the film and then be prosecuted under the Illinois penal code if the film deserves prosecution under obscenity statutes.

The matter of prior censorship, he asserted, was "censorship in its purest state." Whether the movie was pornographic or "Pollyanna" was irrelevant, he insisted. The right to show is the essence of the case, although he noted that as a matter of practicality no obscene movie would be submitted for licensing.

"We believe," Bilgrey said, "that motion pictures are covered by the constitutional guarantees of freedom of speech and of the press; that the existence of boards of film censorship therefore is illegal under the First and Fourteenth Amendments."

Bilgrey pointed out there are, in addition to Chicago, "a mere handful of cities and only four states" that have censorship boards. "The alleged danger that the defendant insists is justification for prior censorship of motion pictures must also exist in the vast majority of our states and cities where there is no prior censorship of motion pictures."

The attorney declared that censorship "sterilizes the screen, inhibits intelligent thought and leads to social inertia." Ultimately, he added, the public alone must act as its own censor.

Film Dividends Hit $3,617,000 in Sept.

From THE DAILY Bureau

WASHINGTON, Oct. 19.—Motion picture companies paid $3,617,000 in cash dividends during September, according to the Department of Commerce. Dividend disbursements were $3,419,000 in September a year ago.

For the year's first 9 months, film companies paid out $18,992,000. This compares with $17,929,000 during the first three quarters of 1959.

For the U.S. as a whole, cash dividends of $2 billion were paid in September by corporations issuing public reports, bringing the total for the first 9 months to $10 billion. September disbursements were 2 per cent above last year. A rise of 5 per cent from 1959 is reflected in total payments during the first three quarters.

'Hot' Record Mailed

Over 1,000 exhibitors across the United States and Canada yesterday received the special promotional package of the Ames Brothers' title song recording from Embassy's "Where the Hot Wind Blows." The M-G-M release debuts in more than 600 theatres next month. The 45 RPM recording is packaged in a specially designed sleeve.

Charles Brewer Dies

ATLANTA, Oct. 19.—Charles F. Brewer, manager of the Temple Theatre here, is dead.

Sears, 'Spartacus' Tie-In For Selling Tickets

A goal for the sale of 100,000 tickets for "Spartacus" by Sears, Roebuck and Company stores in key cities where the picture will play on a reserved seat basis has been set in one of the most extensive tie-ups ever developed by Sears in connection with a motion picture.

Special Kit Prepared

Seventeen different advertising and promotion pieces have been developed by Universal-International for use in these sales by the Sears outlets as part of a special kit. The theme of the "Spartacus" ticket sales promotion for Sears is "Do It All at Sears" and is part of the company's customer convenience center."

SEG Voting Results

HOLLYWOOD, Oct. 19.—A news letter being mailed to members of the Screen Extras Guild tonight reports that a majority of over 94 per cent of the membership approved the terms of the new collective bargaining agreement with the Association of Motion Picture Producers and the Alliance of Television Film Producers.

Silver Leaves NSS

Tony Silver, copywriter with National Screen Service advertising department since 1958, has resigned to take a post as advertising promotion copywriter with *Redbook Magazine*. The move is effeotive October 24.

Political Campaign Aid Drive Continues Strong

Response to the Motion Pict Industry Nonpartisan Campaign to out the vote and raise funds for citizens committees of both part continues strong in home offic Hollywood studios and distribut branches throughout the coun drive directors report.

The campaign, which opened Monday, will continue through t week, designated Democracy We and will be concluded tomorrow, Day—Democracy Day.

TOA Warn

(*Continued from page* 1)

also our hope that, if we get a fav able Supreme Court ruling, our dustry will show restraint and go judgment.

"Invariably in the past, whene a court ruling eased some phase censorship, some producers and so exhibitors took this as a license operate more freely. There was oft a rash of new pictures more dari than before, and some exhibit newspaper ads in more questional taste."

"Virtually all state legislatures w convene this winter," the Bulletin minds. "Almost all, regardless of h the Supreme Court rules, will co sider bills to censor, classify or co trol motion pictures in some way other. If the Court rules favora for us, censorship proponents will seeking alternate means of establi ing control.

"If we win and winning is companied by a flood of more 'adu pictures and indiscriminate advert ing, we, as an industry, will be ju looking for trouble.

"It was the consensus of our a nual convention (in Los Angeles l month) that self-restraint and go judgment by all branches of our i dustry is necessary to avert serio local trouble. We urge you, as e hibitors, to support this policy your own sphere."

'Midnight' Dates

Universal - International's "Mi night Lace" is scheduled to open several selected key situations ne week to be followed by extensive k city openings from Coast to Coa starting Nov. 2. Picture will open the Hippodrome in Cleveland, O 27; at the Arcadia in Philadelphi the Towne in Milwaukee, and t Lansing in Lansing, Mich., Oct. 2 at the Paramount in Syracuse, No 1; the United Artists in Chicago, No 2, and the Ontario in Washington; t Majestic in Dallas and the Maest in Houston, Nov. 3.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-310 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallaghe Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

Compo Meeting

(*Continued from page* 1)

quipment and supply manufacturers and trade press. Representation om all groups, including regional well as national exhibitor organitions, is assured.

The annual election of offieers is on e agenda, as well as a detailed reort on the operation of the Marcus an test in the Pittsburgh exchange ea, which will have completed its cond week by the time of the Compo meeting. Alec Moss, Compo repsentative for the test, will make the port to the meeting, pointing out at its early stage last week had to ntend with the final World Series mes in Pittsburgh, including the irates' victory celebration in which e entire region participated, virtuly killing theatre business for two ys and two nights, the seeond night eing the hung-over one.

Despite this unusual "opposition," ports on the first week of the Mars Plan test indicated it was successl. The second week is only now benning.

To Study Winter Program

A full-scale examination of the legslative program for Compo next winr will be on the agenda, with parcular attention being given to new ederal minimum wage legislation nd prospective state censorship legistion, especially newly designed film assification measures which it is exeoted will make their appearance in everal state legislatures.

The Compo legislative program is xpected to be of special significance is year with 48 of the 50 state legistures scheduled to be in session and ith new members in both the state egislatures and in Congress following ne elections.

Compo's present officers are headed y the so-called triumvirate, consistng of Sam Pinanski, representing heatre Owners of America; Abe Montague, Motion Picture Ass'n., and en Marcus, Allied States, with McCarthy, executive vice - president; Herman Robbins, treasurer, and Sidney Schreiber, seeretary.

RCA Sales Record

(*Continued from page* 1)

ohn L. Burns, president, announced esterday.

This is the first time in RCA's hisory that sales have surpassed a bilon dollars for the first nine months f a calendar year.

Net profit after Federal income axes amounted to $24,100,000 for he first nine months, compared with $27,300,000 for the 1959 period, a ecline of 12 per cent.

Withdraw Italian Entry

(*Continued from page* 1)

lm be shown beeause the English ubtitles were incomplete.

Promptly selected as Italy's substiute entry was Roberto Rossellini's Night Over Rome." Last year Rosellini won all the major awards herc vith his "Il Generale Della Rovere."

SBA Making Loans to Storm Damaged Houses

Theatres damaged in the September hurricane Donna, if located in an officially declared disaster zone, qualify for rebuilding or repair loans from the Small Business Administration, the current TOA membership Bulletin asserts.

Local SBA offices are granting loans at 3 per cent interest for repairs and rehabilitation, it reports. Loans can be for up to 20 years and can be expedited if applications are accompanied by repair estimates from contractors, or by a balance sheet in the case of incorporated businesses.

Police Check with Flick Reveals Nudist Film OK

Special to THE DAILY

ALBANY, N. Y., Oct. 19.—For the second time recently, a law enforcement official checked with the State Education Department here to ascertain whether a nudist film, slated for exhibition at a drive-in, had been licensed by the department's motion pieture division.

A state police sergeant telephoned Dr. Hugh M. Flick, one-time director of the division and now associate commissioner for cultural education (including supervision of the 'censoring' operation) at Dr. Flick's home, in the evening. The sergeant doubted that the nudist picture—produced in England—had been issued a seal. Flick informed him the film had been licensed.

Tells of Re-Submissions

Detailing the story, during an address before the Men's Assoeiation of the Delmar Methodist Church, Dr. Flick explained that "all the nudist films refused licenses for the past 30 years have been dug out and re-submitted." The reason: a high eourt decision overruling the Board of Regents' ban on showing of "Garden of Eden."

Flick told the churchmen the drive-in involved in the latest case was the V Drive-in at Vestal (near Binghamton). Its operator relayed word that he had played "good pictures before . . . this is the first exploitation one."

Asked about the disposition of the matter, Dr. Flick said he understood the operator had been arrested for "exhibiting a picture without a license." In some way, the seal had beeome separated from the pieture, when the print was shipped.

Queried by District Attorney

Earlier in the fall, T. Paul Kane, distriet attorney of Sehoharie County, telephoned Dr. Flick a query about an Americ an-made nudist film advertised for showing at a drive-in. This one, too, held a license from the motion picture division.

Kane suggested to the manager that the strongly-advertised film be withdrawn, and another substituted. This advice was followed.

Films' Potential for Good Cited By Flick

Special to THE DAILY

ALBANY, N. Y., Oct. 19.—If motion picture producers live up to their responsibilities they eould make the medium a great force for good in the world, Dr. Hugh M. Flick, New York associate commissioner for cultural education, and one-time director of the state education department's motion picture division, said in addressing the Men's Association of the First Methodist Church in suburban Delmar.

"Just as excesses in motion pictures had a part in taking us away down, morally and spiritually, so can this unequalled medium for communication aid materially in bringing us back to our high standards," Flick said.

Pleads for Curb

Comparing the present "excesses" in motion pictures to those existing "in the late 1900's and the early 1920's"—which "led to enactment of the New York State licensing law" —Flick warned that "if not curbed, they may bring more stringent regulation."

"I am not anti-industry," continued Dr. Flick. "I am pro-motion-picture industry, but I wish and hope that it will live up to the responsibilities and meet the challenges which are peculiarly its. What an inspiring role this industry ean play, if responsible members will listen to the advice of Martin Quigley, Sr., read the words of Martin Quigley, Jr., as well as those of critics like Bosley Crowther and John Crosby, and follow the counsel of other far-seeing leaders."

Quotes Quigley

Flick cited Martin Quigley, Jr.'s recent editorial in *Motion Picture Herald* and MOTION PICTURE DAILY titled "Sick Pictures = Sick Industry" as one of the proofs that influential industry people are concerned about present trends in production and are troubled over the lessening effectiveness of "its self-regulating machinery."

Reading from the "Sick Pietures" editorial, Dr. Flick commented, "the name of Quigley is associated with the inspiration, organization and launching of the Production Code. Unwise will be the film business if it fails to heed the advice given by a great organ of the industry."

Answering a question, Flick explained the reason "some of the pictures which are licensed and to which you may take your children—only to find they are unsuitable for youngsters—is that a series of U. S. Supreme Court decisions have virtually limited film eensorship to 'obscenity'."

Points to High Court Rulings

He indicated there are many films The Motion Picture Division licenses only beeause of high court rulings.

"The moral level of motion pictures eould slowly but surely rise if the public demanded it," Flick asserted. He told a questioner that the Legion of Decency is "a great force for good in the motion picture industry."

TENT TALK

Variety Club News

PHILADELPHIA—Tent No. 13 on the evening of Oct. 29 will hold a gala Halloween Masked Dance at the clubrooms in the Bellevue Stratford Hotel. The Mark Davis Orchestra will supply the music and valuable prizes will be awarded in the various categories for fancy and original costumes.

△

ALBANY, N. Y.—Tent No. 9 is discussing ways and means of raising an additional $1,600 for the Albany Boys Club Camp Thacher, thus bringing Variety Club's total pledge to the camp to $16,500. With returns still incomplete, the sum realized for the camp from the recent golf tournament has reached $1,000, according to chief barker Jack Olshansky.

△

PITTSBURGH — Gov. David L. Lawrence of Pennsylvania has been named honorary chairman of the testimonial dinner honoring Attorney Elmer I. Ecker, former chief barker of Tent Number One, Variety Club, Pittsburgh. Mayor Joseph M. Barr, Al Abrams, sports editor of the *Pittsburg Post-Gazette,* Harold C. Lund, general manager of KDKA-TV, and distriet attorney Edward C. Boyle are eo-chairmen of the dinner, which will be held on Oct. 27 in the Urban Room of the Penn-Sheraton Hotel. Dean N. R. H. Moor of Trinity Cathedral will be toastmaster.

Six Films Nominated For Directorial Awards

From THE DAILY Bureau

HOLLYWOOD, Oct. 19 — Six motion pietures released during first nine months of 1960 have been selected as nominees for the Directors Guild of America annual awards for "outstanding directorial achievement," it was announced today by DGA President Frank Capra.

Four of films were released during third quarter of year, while two were holdovers from first six months nominations. Films, their directors and assistant directors selected for honors by Guild's 2,200 members are:

"Psycho — Alfred Hitchcock, Hilton Green; "Sunrise at Campobello" — Vincent Donohue, Russell Saunders; "Dark at the Top of the Stairs"—Delbert Mann, Russell Llewellyn; "Sons and Lovers" — Jack Cardiff, Peter Yates; "The Apartment" — Billy Wilder, Hal Polaire; "Elmer Gantry"—Richard Brooks, Tom Shaw.

Additional nominees will be selected during the final quarter of the year and winners will be announced at the Guild's annual awards dinner to be held Feb. 4, 1961, at the Beverly Hilton Hotel.

All of the nominated films are sereened for the membership at the Directors Guild Theatre here and at a seleeted theatre in New York.

HERE WE GO AGAIN



DORIS DAY · REX HARRISON
JOHN GAVIN

A ROSS HUNTER-ARWIN PRODUCTION

"Midnight Lace"

in Eastman COLOR

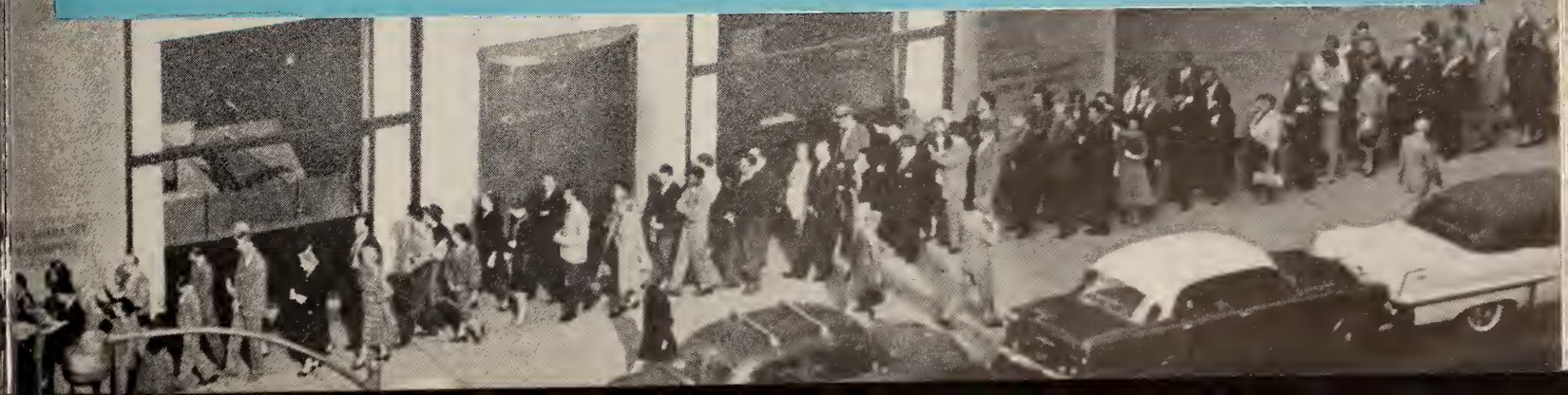
CO-STARRING
MYRNA LOY · RODDY McDOWALL
HERBERT MARSHALL · NATASHA PARRY · JOHN WILLIAMS
with HERMIONE BADDELEY Screenplay by IVAN GOFF and BEN ROBERTS
Directed by DAVID MILLER · Based upon the play "MATILDA SHOUTED FIRE" by Janet Green
Produced by ROSS HUNTER and MARTIN MELCHER · A Universal-International Release

LIFE MAGAZINE CALLED "MIDNIGHT LACE" A BLOCK-BUSTER AND THE SENSATIONAL RECORD OPENING AT THE GREAT RADIO CITY MUSIC HALL LAST WEEK CONFIRMED IT.

"MIDNIGHT LACE" IS UNIVERSAL'S AND THE INDUSTRY'S NEWEST BOXOFFICE SMASH.

...and set to go for record business in:

CLEVELAND, HIPPODROME, OCT. 27; **PHILADELPHIA,** ARCADIA, OCT. 28; **LANSING,** MICHIGAN, OCT. 28; **MILWAUKEE,** TOWNE, OCT. 28; **SYRACUSE,** PARAMOUNT, NOV. 1; **CHICAGO,** UNITED ARTISTS, NOV. 2; **WASHINGTON, D.C.,** ONTARIO, NOV. 3; **DALLAS,** MAJESTIC, NOV. 3; **HOUSTON,** MAJESTIC, NOV. 3; **ATLANTA,** FOX, NOV. 4.



Hathaway Plan

(*Continued from page* 1)

Fox release. The picture, he said, is an "outrageous comedy" and should be sold as such. He spoke at a trade press luncheon here yesterday.

The producer-director agreed that the title, "North to Alaska," with John Wayne as its top male star, suggests an outdoor-action melodrama, but added that Fox is planning to promote it as the out-and-out-comedy that it is. It contains many slapstick situations, he added, with Ernie Kovacs in the cast to suggest the wacky type of humor for which he is noted, and Fabian as a draw for the youthful element. Capucine co-stars with Wayne and was highly praised by Hathaway who said, "her performance in this role will surprise everyone," and that she is on her way to becoming "an important performer."

Cites 'Grapes of Wrath'

He cited a sneak preview years ago of "Grapes of Wrath" which was poorly received because the audience was not in a receptive mood for the picture they were to see. He said that Darryl Zanuck, then 20th-Fox studio head, recognized the fact and fortunately refused to be guided by the results of the preview, and shipped the print to New York without any changes.

In discussing the re-making of pictures, Hathaway said he would remake the "big ones that missed" for one reason or another. It might have been poor story treatment or improper casting, he said. He pointed to George Stevens' re-make of "An American Tragedy" into the successful "A Place in the Sun" as a case in point of re-doing a classic that failed.

Prefers Sound-Stage Shooting

Hathaway claimed that shooting a picture on a sound stage was much less costly than shooting on location where weather problems and crowd noises were among the many cost-raising elements to be considered.

"North to Alaska," which was shot in Hollywood in CinemaScope and De Luxe color, cost $3,500,000," according to Hathaway. The picture will open at the New York Paramount theatre on Nov. 10 or 11, and will go into general release before the first of the new year.

Hathaway came to New York over the past weekend with a "scratch" print of "North to Alaska" for a special showing at the 20th Century-Fox stockholders meeting here last Monday. He will return to Hollywood tomorrow to complete the editing on the film.



Will Honor Carolinas' Veterans at Convention

Special to THE DAILY

RALEIGH, N. C., Oct. 19. — An attendance of 300 is indicated by advance reservations for the 48th annual convention of Theatre Owners of North and South Carolina, which will open Sunday at the Sir Walter Hotel here.

A feature of the convention will be a tribute to be paid 35 persons who have been associated with the industry in the Carolinas for 40 years or more. The event will be in the form of a breakfast at which George Roscoe, director of exhibitor relations for Theatre Owners of America, will be master of ceremonies. Roscoe formerly was Charlotte branch manager for Columbia and is well known to those to be honored.

Scroll to Be Presented

Displays of exhibition-distribution memorabilia of the 1920s and prior years will encourage the nostalgic to reminiscences, and scrolls will be presented to the guests of honor.

Those being honored are: T. A. Little of Consolidated Theatres, Charlotte; R. M. Simril, National Screen Service branch manager, Charlotte; W. H. Hendrix, Sr., Rockingham theatre, Reidsville, N. C.; H. F. Kincey, Wilby Kincey theatres, Charlotte; H. E. Buchanan, Wilby Kincey theatres, Hendersonville, N. C.; W. G. Enloe, Wilby Kincey theatres, Raleigh, N. C.; Harry Cooke, Center theatre, Mount Olive, N. C.; H. P. Howell, Howell Theatre Circuit, Smithfield, N. C.; T. L. Little, Sr., Little Theatre, Camden, S. C.; J. W. Greenleaf, branch manager Universal Film Exchange, Charlotte; Fred L. Rumph, Stewart & Everett Theatres, Mount Airy, N. C.; Fred J. Powell, Chester Theatre, Chester, S. C.; Paul Phillips, Wilby Kincey Theatres, Salisbury, N. C.; J. B. Harvey, Carolina Theatre, Clover, S. C.

Also: O. T. Kirby, Kirby Theatres, Roxboro, N. C.; C. G. Lawing, Charlotte Theatre, Charlotte; Ernest G. Stellings, Stewart & Everett Theatres, Charlotte; Sam W. Craver, Sr., Craver Circuit, Charlotte; Watt L. Parker, Rivoli Theatres, Myrtel Beach, S. C.; J. Francis White, Howco Productions, Charlotte; A. Fuller Sams, Jr., Statesville Theatre Corporation, Statesville, N. C.; Robert E. & E. Hazel Bryant, Pix Theatre, Rock Hill, S. C.; Carl Patterson, Columbia Pictures Office manager, Charlotte; George Parr, Parr Theatres, Lancaster, S. C.; H. R. Berry, Berry Theatres, Hartsville, S. C.; J. B. Erskine, Dixie Theatre Supply Company, Charlotte; Ivan D. Anderson, Liberty Theatre, North Wilkesboro, N. C.; Bob Boovey, United Artists salesman, Charlotte; Sidney S. & George E. Stevenson, Stevenson Theatres, Henderson, N. C.; H. H. Everett, Stewart & Everett Theatres, Charlotte; J. Holland Webster, Carolina Amusement Company, Elizabeth City, N. C.; Dean S. House, Sr., retired Warner Bros. salesman, Charlotte.

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Techirama; vv, VistaVision; rs, Regalscope.

► OCTOBER

AA—TIME BOMB: Curt Jurgens, Mylene Demongeot
AA—BLOODY BROOD: Barbara Lord, Jack Bett
AA—SEREGENTI SHALL NOT DIE, c: Documentary
AIP—JOURNEY TO THE LOST CITY, c: Debra Paget, Paul Christian
BV—JUNGLE CAT, c: True-Life Adventure
BV—TEN WHO DARED, c: John Beal, Brian Keith
COL—I AIM AT THE STARS: Curt Jurgens, Victoria Shaw
COL—LET NO MAN WRITE MY EPITAPH: Burl Ives, Shelley Winters
COL—I'M ALL RIGHT JACK: Peter Sellers
MGM—KEY WITNESS: Jeffrey Hunter, Pat Crowley
MGM—WHERE THE HOT WIND BLOWS: Gina Lollobrigida, Yves Montand
20-FOX—THE BATTLE OF AUSTERLITZ, c, cs: Leslie Caron, Rossano Brazzi
20-FOX—DESIRE IN THE DUST, cs: Raymond Burr, Martha Hyer
20-FOX—SECRETS OF THE PURPLE REEF, c, cs: Peter Falk
UA—THE ALAMO, c, todd-AO: John Wayne, Richard Widmark
WB—SUNRISE AT CAMPOBELLO, c: Ralph Bellamy, Greer Garson
WB—THE DARK AT THE TOP OF THE STAIRS, c: Robert Preston, Dorothy McGuire
WB—GIRL OF THE NIGHT: Anne Francis, John Kerr

► NOVEMBER

AA—HEROES DIE YOUNG: Erika Peters, Robert Getz
AA—THE UNFAITHFULS: Gina Lollobrigida, May Britt
AA—THE PLUNDERERS: Jeff Chandler, John Saxon
AIP—THE IMMORAL MISS HANSEN: Nadja Tiller, Tony Britton
AIP—GOLIATH AND THE DRAGON, c: Mark Forest, Brodrick Crawford
COL—SURPRISE PACKAGE: Yul Brynner, Mitzi Gaynor
COL—HELL IS A CITY: Stanley Baker, Maxine Audley
COL—JAZZ BOAT, cs: Anthony Newley, Anne Aubrey
MGM—BUTTERFIELD EIGHT, c, cs: Elizabeth Taylor, Laurence Harvey
MGM—GORGO, c: William Travers, William Sylvester
PAR—G.I. BLUES, c: Elvis Presley, Juliet Prowse
PAR—A BREATH OF SCANDAL, c: Sophia Loren, Maurice Chevalier
20-FOX—CIRCLE OF DECEPTION cs: Bradford Dillman, Suzy Parker
20-FOX—NORTH TO ALASKA, cs, c: John Wayne, Capucine
20-FOX—DOUBLE TROUBLE, cs: Tommy Noonan, Peter Marshall
20-FOX—TESS OF THE STORM COUNTRY, c, cs: Diane Baker, Lee Philips
UA—INHERIT THE WIND: Spencer Tracy, Fredric March (special dates)
UA—THE MAGNIFICENT SEVEN, c: Yul Brynner, Eli Wallach
UNI—MIDNIGHT LACE, c: Doris Day, Rex Harrison
WB—THE SUNDOWNERS, c: Deborah Kerr, Robert Mitchum

► DECEMBER

AA—HEROD THE GREAT, c: Edmund Purdom, Sylvia Lopez
AA—DONDI: David Janssen, Patti Page
BV—SWISS FAMILY ROBINSON, c: Dorothy McGuire, John Mills
COL—THE THREE WORLDS OF GULLIVER, c: Kerwin Mathews, Jo Morrow
COL—THE WACKIEST SHIP IN THE ARMY, c: Jack Lemmon, Ricky Nelson
COL—PLEASE TURN OVER: Ted Ray, Jean Kent
MGM—CIMARRON, c, cs: Glenn Ford, Maria Schell
MGM—MAGIC BOY, c: feature-length cartoon
PAR—THE WORLD OF SUSIE WONG, c: William Holden, Nancy Kwan
PAR—CINDERFELLA, c: Jerry Lewis, Judith Anderson
20-FOX—FLAMING STAR, c, cs: Elvis Presley
20-FOX—ESTHER AND THE KING, c, cs: Joan Collins, Richard Egan
20-FOX—THE WIZARD OF BAGDAD, c, cs: Dick Shawn, Diane Baker
UA—EXODUS, c, Panavision 70: Paul Newman, Eva Marie Saint (special dates)
UA—FACTS OF LIFE: Bob Hope, Lucille Ball

Seven State Heads To Attend 'Alamo'

The chief executives of seven states, Louisiana, Kentucky, Georgia, Tennessee, Virginia, Maryland, South Carolina and Mississippi are among the first to accept invitations to participate in re-dedication ceremonies honoring the defenders of the Alamo at the world premiere of John Wayne's Todd-AO film, "The Alamo." The United Artists release will have its gala opening Monday at the Woodlawn Theatre in San Antonio, climaxing a city-wide celebration scheduled to run for four days.

State officials attending include Governor James Davis, Louisiana; Lt. Gov. Wilson W. Wyatt, Kentucky; Lt. Gov. Garland Byrd, Georgia ; Lt. Gov. William Baird, Tennessee; Lt. Gov. A. E. S. Stephens, Virginia; Hon. Lloyd L. Simkins, Maryland; Hon. Robert F. Haynsworth, South Carolina, and Secretary of State Heber Ladner, Mississippi.

Name Fisher

(*Continued from page* 1)

nce 1956, replaces Mori Krushen, hose appointment to the newly-cre-ed post of director of press and ex-ibitor relations for UA was an-ounced Tuesday.

A member of United Artists' ex-loitation department since 1952, isher entered the motion picture usiness in 1934 as office boy for the te William Fox. He was educated t. St. John's University, and during Vorld War II served with the Army's riminal Investigation Division, re-eiving his discharge in 1946.

That same year he joined Universal ictures as house manager of the Park venue Theatre, New York, and the opley-Plaza Theatre, Boston. In 947 he went to work for Eagle-Lion ilms and was company manager for Red Shoes" during the film's engage-ient at the Bijou Theatre, New York.

Fisher left Eagle-Lion for the tanley Kramer organization, and in 951 handled exploitation for "Cy-ano de Bergerac" and worked as ad-vance press agent for Jose Ferrer, tar of the film. Since joining UA n 1952, Fisher has been active on oad-show engagements of top UA ilms in addition to his regular field xploitation duties and home office xecutive assignments.

Jersey Allied Meeting

(*Continued from page* 1)

nanager, for information after the ompany announced recently that 'Can-Can" would be made available n 35mm or restricted showings while till current in Todd-AO. Norris then rranged this morning's meeting be-ween the exhibitor committee and Dickstein.

The committee has addressed a similar inquiry to Warners about 'Sunrise at Campobello" availability o theatres on standard policy. It also has in preparation legal action and formal complaints to official agencies in an effort to resolve the north Jer-sey availability problem.

Berlo Shifts Hamilton From Albany to Toledo

Special to THE DAILY

ALBANY, N. Y., Oct. 19. — Jack Hamilton, Berlo Vending Co. branch manager in Albany for nine years, has been transferred to Toledo, Ohio, in the same capacity. George H. Schenck, branch chief of Tri-State Automatic Candy Corp., is now also directing the Berlo operation in this section.

Several Utica and Watertown accounts have been transferred to the Syracuse outlet. Both companies are subsidiaries of ABC Vending. The latter held a 50 per cent interest in Tri-State for some time; now has 100 per cent ownership. Tri-State is headquartered in Buffalo. The company began servicing Berlo with certain lines, when the latter closed its local warehouse.

Hamilton, associated with Walter Reade Theatres before coming to Albany, and an active Variety Club member, will be honored at a dinner here, in November.

Greater Use of TV by the Retailer Urged by Cash at Dallas NAB Meet

Special to THE DAILY

DALLAS, Oct. 19.—How to get more retailers interested in advertising on television made up the bulk of discussion today at the television workshop of the National Association of Broadcasters conference in the Sheraton-Dallas Hotel. Norman Cash, president of the Television Bureau of Advertising, used a film showing the outstanding sales record of Patterson-Fletcher in Fort Wayne, Ind., as a successful retailing establishment that has seen sales rise continuously as a direct result of their television advertising.

Louis Hausman spoke of the benefits to the industry as a result of educational programs aimed at informing the public the educational-plus values of television. He mentioned in specific the in-service course for teachers in New York City in conjunction with the Board of Education in showing them what television has to offer besides sheer entertainment.

Gaines a Speaker

James M. Gaines, WOAI, San Antonio, and a member of the Television Code Review Board, urged broadcasters to screen closely their post-1948 films for living room consumption.

On the lighter side, delegates enjoyed a film spoofing the cliche American family and their ever-toothy smiles with the real shocker of the film the soap commercial beauty, this time wearing only soap suds.

At the closing luncheon session Richard Shafto presented Mrs. Alex Keese a scroll in memoriam to her late husband, station director of WFAA-TV, Dallas, lauding him for his unselfish devotion to the industry and to NAB in particular. Mrs. Keese received a standing ovation with her heartfelt acceptance of thanks.

Will Grant Heard

The luncheon speaker, Will C. Grant, of Grant Advertising, told his audience not to sell themselves short in promoting their advertising potential. He singled out the wedding of Princess Margaret with 300,000,000 viewers as compared to the record exploited by the Saturday Evening Post of 40 years ago and their 2,000,000 circulation. He warned against the pitfalls of allowing stations to be talked into accepting too many spot commercials sold at a bargain to the advertiser when a few well placed ones, not at a bargain, will do the better job.

Academy OKs

(*Continued from page* 1)

cast the winners of the Best Picture, Actor and Actress awards, with 1,261 prizes worth up to $100,000 going to winners.

Theatres can participate in the promotion also by paying a fixed fee to the Donnelley agency based on the number of envelopes used. The theatres can select the markets they wish to use and enclose their own two-for-one or discount passes in the same mailing.

Calls It 'Upbeat Effort'

TOA indorses the promotion plan as "an upbeat effort which will focus interest on the Academy Awards and, in so doing, will build interest in the movies. The organization offers its further services in aiding its interested members to participate.

"This is one way the theatres of America can help the Academy, in addition to supporting the annual 'Oscar' show itself," TOA observes.

Films Not Affected

(*Continued from page* 1)

of a general nature. This license is not affected by the embargo.

Shipments of unexposed motion picture film, however, would appear to be difficult under the new rules. Only unsubsidized foodstuffs, medical supplies, and a handful of other types of shipments—including X-ray film—may now be freely made to Cuba. Other shipments must be individually licensed, and government policy calls for rejection of license applications as a general rule.

Branson Named

(*Continued from page* 1)

bins expressed his company's appreciation of Branson's ability, experience and stature as an industry executive and stated, "We are elated in having as a member of our management team a man of Branson's calibre."

He described the move as "in keeping with the company's current activities toward strengthening its administrative base and the broadening of its facilities and services in every phase of the entertainment industry."

'Seven' Doing Well

"The Magnificent Seven" has racked up a huge $518,887 for the first week in 78 situations in the South and Southwest, according to United Artists.

James Hargrove Heads Texas Broadcasters

Special to THE DAILY

DALLAS, Oct. 19. — James Hargrove, KBRZ, Freeport, Tex., has been elected president of the Texas Association of Broadcasters at the closing session of its convention held at the Sheraton Dallas Hotel here.

Other new officers are: Gene Hendrix, KVLK, Alpine, Tex., vice-president, and Leo Hackney, KGVL, Greenville, Tex., secretary.

FCC's Lee

(*Continued from page* 1)

Educational Broadcasters. He also warned the educational broadcasters that "we had better find a way to better utilize the UHF spectrum in television or turn it over to someone who will use it.

Lee suggested that all television be moved to the UHF spectrum within a period of five to seven years. He made the "confident prediction" that "the present economy could easily support 750 commercial stations and ultimately many more, instead of the 560-odd now on the air." He told the group that the UHF tests that will be made in New York City may demonstrate that UHF is a superior service, or it may show that UHF will not work well within the metropolitan area. In that case, of course, an alternative solution would have to be sought.

Pleads for Set-Makers

Lee proposed that if technical results are favorable, FCC "should immediately put to rest any notion that the solution lies in squeezing in sub-standard very-high-frequency assignments which in themselves create sub-standard service and have a concurrent depressive effect upon UHF set manufacture and UHF station growth."

He added that FCC "will press for legislation that television sets transported in interstate commerce be capable of receiving all channels in the television broadcast band."

Lee suggested dissolving the table of television assignments, retaining only existing engineering standards and the educational reservations. He would license new UHF stations to the lowest channels available and assign channels in the order in which grants are made.

Favors All-Band Operation

VHF stations, he said, should be permitted to operate both in UHF and VHF, contrary to present rules, "until such time as it appears appropriate to discontinue the VHF service."

The FCC member also proposed an examination of the "reasons why networks refuse affiliation to small station markets beyond the normal service area of another affiliate. It may be that refined rules, or perhaps legislation, is necessary," he warned.

To Salute Sullivan

Ed Sullivan, television personality and columnist, will be guest of honor at the third annual "close-up" 1961 lampoon dinner of the New York Chapter of the Academy of Television Arts and Sciences on Friday, Jan. 13, 1961, in the Grand Ballroom of the Waldorf Astoria Hotel.

Sullivan was the founder and first president of the New York Chapter of the Academy in 1955, and was the first president of the National Academy, formed in 1957 by the merging of the Los Angeles and New York Chapters of the "Emmy" award organization.



YOUR NATIONAL CARBON ENGINEER...

Sells you the best product—gives you the best service!

The illustration shows a NATIONAL CARBON Sales Engineer using a multiple scale ac-dc voltohmmeter for checking incoming a-c line voltage to the booth . . . to determine if taps on the rectifier are set properly . . . and to measure the d-c voltage across the arcs.

These sales engineers – equipped with complete service kits containing the most modern tools in the trade – stand ready to assist you on any lighting problem and to help you realize the ultimate in picture quality.

Use "National" projector carbons and call on NATIONAL CARBON for free technical service. For details, ask your NATIONAL CARBON supply dealer or write National Carbon Company, Division of Union Carbide Corporation, 270 Park Avenue, New York 17, N. Y. In Canada: Union Carbide Canada Limited, Toronto.



This voltohmmeter—used for determining both ac-dc power readings—is just one of the many precision tools carried in each NATIONAL CARBON Sales Engineer's Kit.

"National" and "Union Carbide" are registered trade-marks for products of

NATIONAL CARBON COMPANY

UNION CARBIDE

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 78 NEW YORK, U.S.A., FRIDAY, OCTOBER 21, 1960 TEN CENTS

Before High Court

Censor Wall's Attacked At Hearing

Question of Obscenity Is Raised by Frankfurter

By E. H. KAHN

WASHINGTON, Oct. 20. — The Supreme Court was told today by Felix Bilgrey, attorney for Times Film Corp., that "everyone has the right initially to communicate with the public—there can be no censor's wall."

Times Film seeks to invalidate as unconstitutional that part of a Chicago film licensing ordinance which requires prior censorship of pictures.

The most persistent questioning of the Times Film attorney came from Justice Felix Frankfurter, who asserted that for purposes of the test sought by Bilgrey, it would be a "matter of indifference" whether the film in question, "Don Juan," were or were not obscene.

The picture is based on Mozart's opera, "Don Giovanni." It was denied

(*Continued on page* 3)

E. H. Rowley Retires From U.A. Theatres

Edward H. Rowley has retired as executive vice president of United Artists Theatre Circuit as of Oct. 15, the company's board of directors was advised by George P. Skouras, chairman and president. He assumed the post in 1957.

Rowley has signed a 10-year contract on a consultative basis and will

(*Continued on page* 4)

Filmack Theatre Post Goes to Vi Dane

Special to THE DAILY

CHICAGO, Oct. 20—Vi Dane has been appointed sales manager of the Filmack theatre department, it was announced by Joseph Mack, president of Filmack. She is well known to theatre exhibitors throughout the country, having served for 25 years as "Gal Friday" to Irving Mack, former Fil-

(*Continued on page* 4)

FCC Issues Its Order of Procedure For Hearing on Phonevision Pay-TV

From THE DAILY Bureau

WASHINGTON, Oct. 20.—The Federal Communications Commission has spelled out the procedure it will follow during its Oct. 24-28 hearings on the application of Hartford Phonevision for a three-year toll-tv trial over WHCT-TV, Channel 18 in Hartford, Conn.

According to FCC, the hearing will start with an introductory statement by the counsel to the Broadcast Bureau, Louis C. Stephens. This will be followed by Hartford Phonevision's presentation of its case, which is expected to last most of the day.

Next to appear will be Charles H. Tower, spokesman for the National Association of Broadcasters. Though NAB is not a party to the hearing, it has been given 30 minutes, exclusive

(*Continued on page* 4)

Fox Says 'Can-Can' Policy Was In Error

By WILLIAM WERNETH

William Infald, chairman of the Emergency Defense Committee of Allied Theatre Owners of New Jersey told the trade press yesterday that his group has been informed that 20th Century-Fox vice president Charles Einfeld's statement of Oct. 5 concerning 35 mm. showings of "Can-Can" all over the U. S. on a limited performance policy "was either erroneous or Einfield was misquoted."

The EDC met yesterday with Abe Dickstein, a member of the recently formed Fox sales cabinet, and Fox

(*Continued on page* 4)

Zeeman Will Assume New Columbia Duties

Bernard E. Zeeman, a director, vice president and treasurer of Columbia Pictures International Corp., will assume additional duties with the parent company, it was announced yesterday by A. Schneider, president of Columbia Pictures Corp.

These will consist of assisting Leo Jaffe, first vice-president and treasurer, and Louis J. Barbano, financial vice-president, and will be concen-

(*Continued on page* 4)

Pasternak Wants More Help from Exhibitors

Exhibitors have an obligation to become "more active salesmen" of films in partnership with producers and distributors, Joe Pasternak said here yesterday.

The veteran producer noted at a press conference that many of the country's theatre owners are "live wires," but added that during discussions at the recent Theatre Owners of America convention in Los Angeles he saw signs of pessimism. This, he contends, must be replaced with unbounded enthusiasm for revitalization of the industry.

"The public wants good entertain-

(*Continued on page* 2)

Higher Level of Earnings Predicted for Motion Picture Companies by Broker Firm

Motion picture producers can anticipate a generally higher level of earnings in years to come, it is predicted in a report on film company shares issued by Merrill Lynch, Pierce, Fenner & Smith.

Noting that film stocks have suddenly developed a market "following a period of sub-average performance," the brokerage firm report attributes it to three major factors. These are the development of significantly higher operating earnings in two or three cases; the realization that the motion picture producers can turn worthwhile profits when, as now, the economy is soft; and publicity about pay-television.

"In our opinion, however," the report adds, "the major reason for the strength is the announcement of several deals to convert assets of low book value such as post-1948 films and real estate to cash. These developments have called attention to the fact that the liquidating value of any movie stock is probably well in excess of its market value."

New Sources

See 100 Films Being Added to 1961 Releases

Turning Point in Product Shortage Is Predicted

Exhibitor leaders estimated yesterday that a minimum of 100 additional features will be available to theatres in 1961 if new production projects announced in recent months develop as planned.

The number of pictures from new sources may be augmented by formation of additional production companies in the months ahead, it was pointed out. Several such enterprises are known to be in the planning stage now and should they materialize they would involve sufficient numbers of films to represent a total gain over the 100 minimum after reasonable allowance for the non-delivery of some pictures already announced by new companies for next year.

With at least this year's total of approximately 255 films from the na-

(*Continued on page* 3)

Says N.Y. Essential For Filming 'Mad'

The advantages and disadvantages of making pictures in New York were discussed here yesterday by Burt Balaban, director, and Edward L. Schreiber, producer, of "Mad Dog Coll." The picture is being made for Columbia release at the Biltmore Studios and on location on the streets of New York.

Balaban, who directed "Murder,

(*Continued on page* 4)

Huggins Named V.P. of Fox TV Production

From THE DAILY Bureau

HOLLYWOOD, Oct. 20—Roy Huggins, television writer and producer, has been named vice president in charge of production for 20th Century-Fox Television, it is announced by Peter Levathes, president of 20th-Fox TV. The anouncement of Hug-

(*Continued on page* 4)

PERSONAL MENTION

SEYMOUR MAYER, vice-president of MGM International, will leave New York today for Tokyo on the first leg of a six-week tour of the Far, Middle and Near East.

•

FRED GOLDBERG, United Artists national director of advertising, publicity and exploitation, is in Dallas from New York.

•

JEFF LIVINGSTON, Universal's executive coordinator of sales and advertising, will return to New York today from Hollywood.

•

SI SEADLER, MGM Eastern advertising manager, has arrived in Detroit from Toronto on promotion plans for "Butterfield 8."

•

P. F. ROSIAN, Universal regional sales manager, was in Atlanta from Cleveland.

•

JIMMY MCHUGH, song writer, will arrive in New York over the weekend from Hollywood for two weeks of meetings with JOSEPH E. LEVINE on plans for the premiere of "Where the Hot Wind Blows."

•

NAT RUDICH, representative of OTTO PREMINGER, has arrived in Dallas from New York to plan the Dec. 22 premiere of "Exodus."

Bruss Appointed MGM Field Press Repr.

Kal Bruss, who has been a salesman for MGM since 1951, has been appointed to the company's field press representative staff and will headquarter in Detroit.

A veteran of the motion picture business, Bruss began his film career with National Screen Service. He also became manager of the Fox Detroit Theatre and was a salesman for Telenews. Then followed sales positions with United Artists, Lippert, and MGM.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DORIS DAY · REX HARRISON
IN A ROSS HUNTER-ARWIN PRODUCTION
"MIDNIGHT LACE"
A Universal-International Release In EASTMAN Color
ON STAGE "BRAZIL"—EXCITING, EXOTIC SPECTACLE.

Political Funds Will Be Collected Today

Today is D-Day in the nonpartisan industry political fund campaign. All contribution envelopes that were distributed to over 18,000 industry employees are to be collected. They will be forwarded to the Motion Picture Association here for the eventual tally.

Plans are now being formulated for the opening of the double-sealed envelopes by representatives of the citizens committees of both parties. At a yet unannounced time and place a presentation ceremony will be held.

Eric Johnston, president of the Motion Picture Association, will present to each party a check for the sums collected in behalf of all members of the motion picture industry. Leading national political figures are expected to attend the presentation ceremony and receive the checks for their respective parties.

Johnston Voices Gratitude

Johnston expressed his appreciation for the gratifying response by the motion picture companies and their branches throughout the country. He indicated that early returns showed enthusiastic support for the drive. "No matter what the sum collected may be," Johnston said, "we will have proved again that the motion picture industry is a leader in the effort to strengthen and broaden our democratic processes."

Reade Appoints Baimer Ass't. General Manager

John Baimer, for the past four years in charge of Walter Reade Theatre operations for Monmouth County, and Central Division manager, has been promoted to the newly created position of assistant to the general manager for the entire Reade circuit, it was announced by Walter Reade, Jr., circuit president. In his new post Baimer will assist the circuit's vice president in charge of theatre operations, Nick Schermerhorn, in supervising the Walter Reade Theatre activities as far north as Saratoga Springs, New York, and as far South as Atlantic City.

A 20-year theatre veteran Baimer joined the Reade organization in 1940 as an assistant manager at the Mayfair Theatre in Asbury Park

Pantages Dinner Tues.

It was incorrectly reported in MOTION PICTURE DAILY yesterday that the testimonial dinner being tendered Clayton Pantages of 20th Century-Fox at the Sheraton Ten-Eyck Hotel, Albany, would be held on Nov. 14 instead of Tuesday, Oct. 25. There has been no change in the date and the dinner will be held next Tuesday as scheduled.

Says Exhibitor Should Censor 'Sick Picture'

Producer Joe Pasternak said at a trade press conference here yesterday that the exhibitor unhappy with the "sick picture" trend was his own best censor.

His advice: "If you don't like it, don't book it."

Legion Asks Boycotts Of Four Pictures

Special to THE DAILY

MIAMI, Oct. 20. —The American Legion, in convention here, charged that four current films, portray "subversive elements" and asked nationwide theatre managers not to show them.

The convention delegates passed resolutions condemning "Inherit the Wind," "Chance Meeting," "Exodus" and "Spartacus." They also urged boycotts against the films because screen writers connected with them had declined to answer questions in the Hollywood probe of alleged Communist sympathy among some film figures.

'Legal Means' Urged

The resolutions called on theatre managers not to schedule the four productions and urged Legion members to "use legal means"—seek court orders halting the showing—if the managers don't cooperate.

MGA's $11 Millions Trust Suit Dismissed

From THE DAILY Bureau

HOLLYWOOD, Oct. 20—Federal Judge Fred Kunzel today dismissed an $11 million anti-trust suit brought by the Musicians Guild of America last October against American Federation of Musicians, Local 47, NBC ABC, CBS, RCA, Capitol Records, MCA, Revue Prods. and Desilu.

Judge Kunzel ruled there was no merit to the complaint which charged that defendants had violated the anti-trust laws through their collective bargaining agreements. MGA recently lost out to the AF of M in an NLRB election to designate the bargaining representative for Hollywood musicians.

Gluck Made V.P.

Norman E. Gluck, who rejoined Universal Pictures in August in an executive post, has been elected vice president and director of United World Films, Inc., wholly owned subsidiary of Universal, it was announced by James M. Franey, president of United World. Gluck, in his prior association with Universal, was also vice president and director of United World.

Pasternak Plea

(*Continued from page* 1)

ment," he stated, "but even whe you have the product you can't se it with yesterday's methods." Paste nak agreed that the producers an distributors owe exhibitors strong n tional advertising campaigns, but th in the end, it is local handling whic ultimately makes a success or failur of a picture. He urged "creativity" in local promotional programs.

Plans 35-Day Tour

As for himself, Pasternak promise exhibitors full cooperation and in con junction with this announced that h was making a 35-day "whistle-sto tour" in order to push his latest MGM release, "Where the Boys Are." H also said that the studio was givin the film a publicity campaign "com parable with its biggest pictures" an that its cast was also scheduled t tour on behalf of the picture.

He cited this as evidence of pro ducer-distributor activity which wil depend upon exhibitor cooperation fo final box office response.

Pasternak said "Where the Boy Are" will play Radio City Music Hal following the theatre's Christma presentation. He said the film is the first of a planned series of "high budget" productions featuring virtually unknown, new talent casts to b made by him in conjunction wit MGM.

Criticizes 'Star System'

Blaming much of the lack of product today on the "star system" which "allows individuals to hold up production for personal and selfish reasons," Pasternak predicted a trend to such pictures as he plans.

Bush Conducts Third Fox National Seminar

The third in the 20th-Fox series of national merchandising and promotional seminars will be conducted today in New Orleans by exploitation director Rodney Bush and will be attended by the company's Southern regional advertising-publicity managers. Two previous meetings were held in New York and Chicago for the company's Northern and mid-Western managers, both of which were chaired by vice president Charles Einfeld.

Arriving in New Orleans for the exploitational sessions are Gerald Rafshoon of Atlanta, Ed Hale of Jacksonville, Jimmy Gillespie of Dallas, and John Rhea of Memphis, Frank Jenkins of the New Orleans office will also attend the meetings.

Bush will outline to the Southern managers the company's national merchandising plans for its release schedule through the end of the year, and for the line-up set for the first quarter of 1961.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher. Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Sir Alexander King, Scottish exhibitor, will be guest of honor on Nov. 9 at a luncheon tendered him by the Cinematograph Exhibitors Association. The affair, to be held at the Trocadero in London, will honor **Sir Alexander** for his work over the years in bringing about the eventual abolition of the entertainment tax.

□

Randolph T. McKelvey, vice-president of Young & Rubicam in charge of the Detroit office, has been named a senior vice-president, and will headquarter in New York. Named to succeed him as head of the Detroit operation is **Joseph G. Standart,** vice-president and account supervisor there.

□

Jack Erickson, for many years a member of the San Francisco staff of 20th Century-Fox, has joined Jem Film Distributors, Inc., as sole representative in the Bay area.

□

Gil Meyer, sales representative at various times for NTA, Culhane Films and Lempert & Mayer, has joined Bill Sturm Studios here as vice-president for sales.

Cinema Lodge Sets Luncheon Thursday

Winners of the Cadillac and the cruise being awarded by New York's Cinema Lodge of B'nai B'rith in its current annual fund-raising drive on behalf of the B'nai B'rith agencies, will be selected at a luncheon to be held at the Hotel Astor next Thursday, it was announced by Abe Dickstein, president of the Lodge.

As the fund-raising drive nears its end, Dickstein issued an urgent appeal for last minute support to enable the Lodge to reach its goal in the sale of the $25 contribution share certificates. Among the B'nai B'rith agencies which share in the proceeds of Cinema's annual fund-raising drive are the Anti-Defamation League, the Hillel Foundations and the B'nai B'rith Youth Organizations.

Joseph B. Rosen of Universal Pictures has been chairman of this year's drive with Leonard Rubin of Gillian and Rubin acting as co-chairman.

Dickstein announced that the Hotel Astor luncheon at which the winners will be selected, will be open to everyone who has participated in the campaign in addition to Cinema Lodge members.

6 for Edward Small

Producer Phil Hazelton and director Alex Singer have been signed by Edward Small to produce six motion pictures for his organization. All will be released by United Artists. Small will serve as executive producer on each of the films, which will be produced by Hazelton and directed by Singer.

'Censor Wall' Attacked in Supreme Court

(*Continued from page* 1)

an exhibition permit by the City of Chicago when Times Film proferred the required exhibition permit fee but refused to submit to prior screening and censorship.

Bilgrey noted that there should not be any presumption as to the nature of a motion picture before it is shown publicly. He stated that movies should enjoy all of the rights granted to speech, saying that he does not think "the state has any right to know beforehand" what the content of a movie is any more than it would have the right to prior censorship of a newspaper or book. He told Justice Frankfurter that there are alternative and legally acceptable methods of controls over the presentation of material deemed inimical to the public welfare or morals.

Concluding his argument before the court, Bilgrey stated that prior court decisions establish in "crystal-clear form" that no prior censorship can apply to all forms of speech, and that motion pictures have "all the attributes of speech."

The case for the city of Chicago was presented by two of its attorneys, Robert J. Collins and Sidney F. Debrin.

Collins began by observing that Bilgrey, in the course of his argument, had offered to show the film privately to Chicago representatives. In this case, he wondered, why would he not show it to the censors if it were not obscene?

Justice Frankfurter commented that this might be "an act of generosity," but that the intrusion of any element of coercion in the showing would be resisted.

Collins noted that the Chicago ordinance bans not only obscene films, but those that might incite to riot, insurrection, and the like. He said, in response to questions from Justice Douglas, that he would not attempt to subject a newspaper to prior censorship, but asserted that there is a "vast difference between movies and newspapers."

Radio, newspapers, and tv, he stated, are heard, read, or seen in the privacy of the home. When movies are exhibited, they are shown to "many people in a darkened theatre for several hours at a time." Collins added, "if it were not pornographic they would not have brought the case."

Collins made it clear that "we're talking about an obscene movie and not one that is harmless." He also asserted that if the film in question, "Don Juan," is a "Pollyanna"-type movie then Bilgrey "has committed a fraud upon this court." At no point in Bilgrey's remarks was there any statement of the nature of the film. A major point in his argument was that prior censorship should be banned regardless.

Questioned by Justices

Justices Harlan, Whittaker, and Frankfurter sought information as to the nature of the Chicago licensing procedure. Frankfurter suggested that issuance of a permit without prior censorship might result in the city sponsoring "a vicious film." Collins noted that "the punishment of the exhibitor doesn't solve the problem," of which a part is the fact that a movie might incite to riot or other illicit activity.

Collins noted that the Chicago ordinance is legal under Illinois law. Whittaker obtained from Collins an admission, however, that such exhibition would be open to prosecution under other law.

In a rebuttal argument made for Times Film by Abner J. Mikva, it was pointed out that exhibition of a film without a city permit puts the exhibitor in violation of valid sections of the ordinance. He conceded that some form of non-discretionary licensing probably was within the constitution.

Harlan Comments

Justice Harlan commented that his "real point was that it should not be necessary to test the constitutionality of a statute through criminal proceedings." Mikva observed that without the "major premise of presumed obscenity, there is no basis for upholding the interference" with free exhibition. He added that Chicago must make this presumption to bring itself into court with the color of argument on its side.

Justice Whittaker stated that if the court were to go along with the position taken by Times Film, "then any motion picture exhibitor could show any motion picture he wants without fear"—even if it is obscene. As Mikva's time for argument expired, he told Justice Whittaer that there are ample other punishments and deterrents to public exhibition of films inimical to public welfare.

No Quick Decision Expected

The court now is free to deliberate on the case for as long as it likes. It would be unusual for it to hand down an opinion in less than a month. Indeed, if it goes to the question of the validity of prior censorship, then it may be many, many months before its decision is made public. If the court decides to avoid or to skirt the censorship issue, it can do so, of course.

See 100 Films Added for '61

(*Continued from page* 1)

tional distribution companies expected again in 1961, the addition of a minimum of 100 features from new sources, plus miscellaneous independent product and imported films, the worst of the product pinch may be over next year, some of the exhibitor leaders believe.

They are confident, at least, that the downward trend of total available product begun some years ago will not only be arrested but reversed in 1961, and with it they expect a corresponding drop in theatre closings.

ACE Vital Factor

The exhibitor leaders' estimates of increased product next year bank heavily on the completion of financing and organization of the American Congress of Exhibitors' production company in the very near future. The estimates count on more new releases from this the promised ACE production company than from any other single, new source now in view.

ACE officials have not specified any minimum number of releases planned for the first year of operation, nor have they actually disclosed a time schedule for the first of such releases. Nevertheless, repeated references have been made by ACE to a "substantial" supply of product from the new company and most exhibitors interpret this to mean anything from 12 to 24 features annually.

Alpha Active

Pathe-Alpha, which is moving rapidly toward production with a Theatre Owners of America committee advising on story selection, costs, etc., and TOA itself committed to cooperate in obtaining guaranteed playing time for the films produced, has announced an initial minimum of 14 relcases. This could be augmented by six or eight more if story properties and casts become available, it has been indicated.

Three from Mulvey Group

Beaver-Champion Attractions, the company headed by James A. Mulvey, Nat Taylor, David Griesdorf and Meyer Hutner, has announced an initial trio of releases and will actively search out itself or finance additional pictures. The possibility of annual program of 10 features is indicated.

Everett N. Crosby Productions will deliver a minimum of six, Bing's brother and business manager announced recently.

If Loew's Theatres is given the go-ahead on production by the Federal court after a hearing on its application in the near future, there is a possibility of some additional product from that source during 1961, observers believe, although Loew's officials have made no commitments whatever.

Newcomers Will Help

In addition, established and newcomer producers, such as Millar-Turman, who announced three for '61, have announced a total of more than 20 projects for 1961 in recent months. Film imports are expected to remain at a substantial level in 1961, and there will be the usual number of re-releases to count upon.

In the latter connection, Motion Picture Investors, the exhibitor-backed open-end company, hopes to have eight to 10 combinations from each national company during the year. Its first two, Allied Artists' "Friendly Persuasion" and "The Oklahoman," are scheduled for saturation dating in the Great Plains area in February.

Phonevision

(*Continued from page* 1)

of cross-examination time, in which to make its views known to the commission. The NAB recently reaffirmed its position in opposition to over-the-airwaves subscription-tv.

Marcus Cohn, attorney for the Connecticut Committee Against Pay-TV; Stanley Warner Management Co.; Loew's, Inc.; Connecticut Theatres; Manchester Drive-in Corp., and Outdoor Theatres Corp., will then present his case to the FCC. Following this, Hartford Phonevision will be allowed time for rebuttal.

The hearing will wind up with brief summations by counsel for Hartford Phonevision, the motion picture exhibitors, and the Broadcast Bureau.

FCC says, of course, that this order of procedure is "subject to such adjustments as may during the hearing be found to be conducive to a fair and orderly record."

Huggins Named

(*Continued from page* 1)

gins' appointment followed a round of conferences between Huggins, his representatives and Spyros P. Skouras, 20th-Fox Film Corp. president, W. C. Michel, 20th executive price president, and Levathes.

Huggins will create and develop several new projects, in addition to taking charge of many others already in preparation, it was stated.

Huggins is credited with having created and developed such Warner Brothers television successes as "Cheyenne," "Maverick" and "77 Sunset Strip." He joined Warner TV in 1955.

Academy Seeks Films For 'Foreign' Awards

From THE DAILY Bureau

HOLLYWOOD, Oct. 20. – Invitations to submit entries for the foreign language film "Oscar" have been sent to countries throughout the free world by the Academy of Motion Picture Arts and Sciences.

Each country was urged to have a committee of motion picture craftsmen, similar to the Academy in make-up, select its one best picture to compete with foreign language films from other nations.

Valentine Davies, Academy president, requested that notification of the picture selected be sent to the Academy no later than Nov. 15.

All foreign films with a non-English sound-track submitted to the Academy will be screened by an Academy foreign language film award committee. The committee, by secret ballot, will nominate five foreign language pictures for the award.

After five nominate films have been screened for a member, the entire Academy membership will ballot to determine the best foreign language film of the year.

The "Oscar" will be presented for the winning picture during the Academy Awards show on April 17, 1961.

'Crowning Experience' Opens Here Tonight

Some 289 United Nations delegates from 61 countries have already aeepted for the invitational world premiere of "The Crowning Experience" at the Warner Theatre here tonight. Arriving from Europe for the premiere also is Rajmohan Gandhi, grandson of Mahatma Gandhi. Gandhi is one of a member of world figures who appear in the film.

Flying in for the premiere from the West Coast also are a group of Hollywood personalities. They include Joel McCrea and Frances Dee, Lloyd Nolan, Spring Byington, Beulah Bondi, the director William Wellman, Lauritz Melchior and Vincent Price.

Many local civic, business and social figures have also accepted for the premiere. Among them are City Council President Abe Stark, Police Commissioner Stephen Kennedy, District Attorney Frank Hogan, New York State Attorney General Lewkowitz and New York Secretary of State Mrs. Caroline Simon.

Williams' New Play Is Bought by MGM

From THE DAILY Bureau

HOLLYWOOD, Oct. 20—Metro-Goldwyn-Mayer has acquired pre-production rights to the new Tennessee Williams' play, his first comedy, "Period of Adjustment." it was announced by studio head Sol C. Siegel.

Siegel, accompanied by his executive assistant, Bernard Smith, leaves here for New York tomorrow, for home office conferences and will see the play in Philadelphia where it opened Monday.

"Period of Adjustment" is the third Tennessee Williams' play to be purchased by MGM prior to production.

Zeeman Duties

(*Continued from page* 1)

trated principally in the field of finance.

Zeeman, who recently completed 25 years of service with the Columbia organization, will continue his supervision of the finances of the International subsidiary.

Screening for Diplomats

WASHINGTON, Oct. 20.—A special preview of "Hiroshima, Mon Amour" will be held at the Motion Picture Ass'n. headquarters theatre here tomorrow night for the diplomatic corps. The picture will open at the Town Theatre here in early November. Ambassadors of 20 nations and their ladies have been invited to attend tomorrow's screening, which will be followed by refreshments.

Jem Acquires 2 Films

LOS ANGELES, Oct. 20.—Two new Eastman color films, "Heaven on Earth" and "European Nights," have been acquired by Jem Film Distributors, Inc. Jem's territory covers the 11 western states, Hawaii, Alaska and Guam.

EKC Ups Production of 8mm. Sound Projector

By SAMUEL D. BERNS

HOLLYWOOD, Oct. 20.—A step-up in the production of Eastman Kodak's new 8mm sound projector, based on the early response from the amateur field and the rising interest in the professional audio-visual field, was reported today by Thomas Hope, assistant advisor on non-theatrical films, here on a visit from the Rochester headquarters.

Changing patterns in film laboratories, with economy of space and print cost will be effected, Hope declared.

A conceivable reduction of one-third the cost from 16mm to 8mm prints was forecast by Don Hyndman, manager of the motion picture films division, also on a Coast visit, who was present at the interview.

Hyndman disclosed that Eastman Kodak's construction of an optical reduction printer from 35mm to 16mm with a release speed of 100 feet per minute on the 16mm side will soon be demonstrated in Rochester.

Demonstration of a 35mm color film, reduced to 16mm, was made following the interview, which displayed significant quality to add impetus to the outlook for the future of home movies.

Directors Guild Board To Meet Here Oct. 29

From THE DAILY Bureau

HOLLYWOOD, Oct. 20. – The board of directors of the Directors Guild of America will hold its meeting in New York on Oct. 29-30, DGA president Frank Capra has announced, at which time a merger between DGA and the Radio and Television Directors Guild will be considered. National board members who will attend the DGA meeting from Hollywood include Capra, Stuart Phelps, Richard Bennett, John Rich, Don Weis, Willis Goldbeck, George Sidney, Leslie Selander and Jack Shea.

Executive secretary Joe Youngerman and his staff, Maury Abrams, Nora Padway and Virginia Dimwiddie, will also attend from here.

Goldwyn Gives $30,000 To Permanent Charities

From THE DAILY Bureau

HOLLYWOOD, Oct. 20.—A $30,000 contribution by veteran film producer Samuel Goldwyn, founder and first president of Motion Pictures Permanent Charities, highlighted MPPC's first luncheon report today on the 1960 campaign.

Industry-wide reports handed chairman Sidney Solow showed that during first three weeks of the 1960 drive in film and allied industries, MPPC has raised $920,335 from 21,811 contributors. New subscribers to the campaign totalled 1518, bringing MPPC to 77 per cent of entire industry's donor potential.

'Can-Can' Plan

(*Continued from page* 1)

New York branch manager Alex Arnswalder in order to discuss datings for the film and were informed that Dickstein had no plans for 35 mm. release of "Can-Can" and would have none until the completion of the Todd-AO engagements in New Jersey, Infald said.

Infald went on to say that New Jersey Allied had hoped to acquire the picture for Thanksgiving and Christmas bookings and felt that "this repudiation of a vice president's public statement shows a lack of integrity on the part of a major company and cannot be condoned."

EDC plans to take steps to stop what it feels are "policies of protecting a favored few," Infald stated, because "New Jersey exhibitors have suffered through this company's discriminatory policies in the distribution of pictures long enough and will take whatever steps are necessary to correct these destructive policies."

According to Infald, New Jersey Allied would be forced out of existence if the lack of product and "short market" policy were to continue.

Sees N.Y. Essential

(*Continued from page* 1)

Inc." in a similar setting, told reporters at the studio that both that and the present story required New York settings for authenticity. The climactic scene in "Mad Dog Coll" in which the gangster is gunned down in a telephone booth near Dyckman Street will be shot on New York streets.

Both Balaban and Schreiber praised the cooperation and ability of New York technical crews and emphasized the importance of the new young players who will be in the picture. The title role is played by John Chandler.

Rowley Returns

(*Continued from page* 1)

continue to serve as a director of the company, it was stated. He plans to divide his time between his Texas home and California.

Rowley founded and headed the Rowley United Theatres circuit, operating in Texas, Oklahoma and Arkansas, of which his son, John H. Rowley, now is president. The senior Rowley also is the former head of the Rowley-Brown Broadcasting Co., Wichita Falls, Tex.

Filmack Post

(*Continued from page* 1)

mack president. She has represented Filmack at many theatre conventions.

Beginning as a stenographer in 1935, she "learned the ropes" of the theatre trade under the tutelage of Irving Mack, and gradually began to branch out from secretarial duties into sales promotion work. One of her first projects as sales manager will be the direction of a nation-wide trailer sales campaign, via trade paper ads and correspondence.

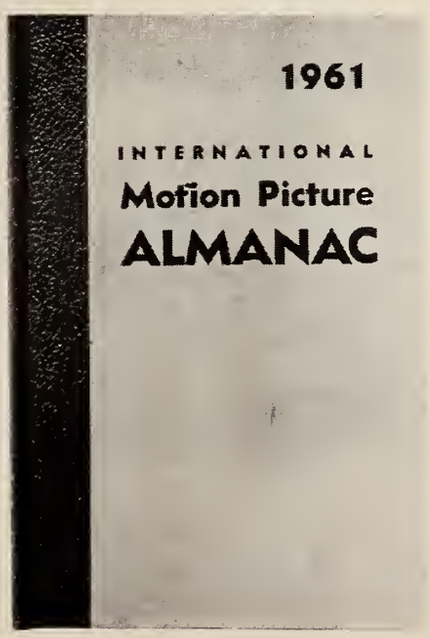
Now in preparation—the 1961 Editions of

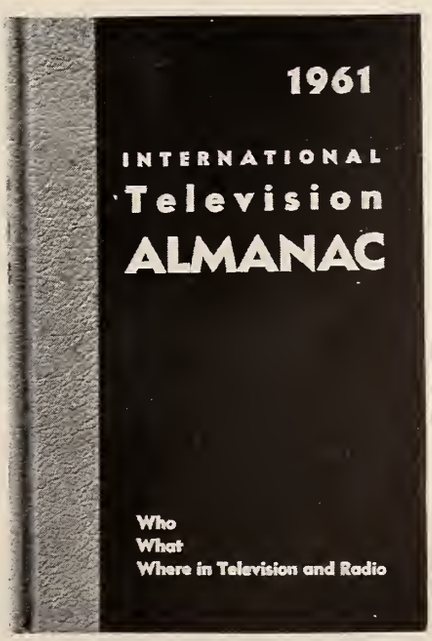
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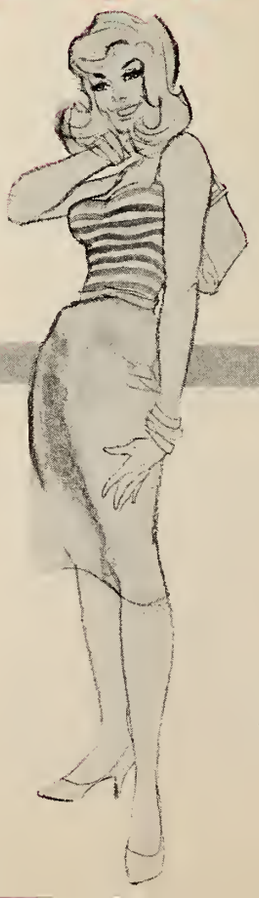
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MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 79 — NEW YORK, U.S.A., MONDAY, OCTOBER 24, 1960 — TEN CENTS

EDITORIAL

Legion Resolves—But What?

By Sherwin Kane

THE American Legion convention action in Miami last week urging members to "use legal means" against exhibitors who refuse to bow to the requests of local Legion posts to refrain from booking four pictures whose scripts were written by uncooperative witnesses before the House Un-American Activities Committee has left industry legal minds —and others— perplexed.

The Legion resolution may be intended either to direct its members, under local circumstances described, to take whatever legal means may be at their command to discourage patronage of the films when booked, or, and this is what most perplexes the industry legalities, resort to action in courts of law to prevent the showing of the films in question.

•

If the Legion means the former, it obviously implies boycott efforts through publicity, persuasion, picketing and other action which it or its local posts are legally privileged to take.

But if the resolution means initiating actions at law against the films in the courts, industry lawyers are unable to state with certainty what grounds there may be on which to base a suit or suits. No one sees any cause of action inherent in the subject matter of the films singled out by the Legion, nor in the facts of their authorship.

•

The suspicion therefore arises that what the Legion may have in mind, if not otherwise spelled out, is the initiating or support of retaliatory local action to cause the enactment of new licensing, censorship or other regulation of offending theatres.

Should the latter supposition be correct, and should such efforts succeed, the innocent exhibitor (in the eyes of the Legion) will be penalized

(*Continued on page 2*)

Provincial Theatres in France Close To Protest Edict Cutting Ticket Rates

Special to THE DAILY

PARIS, Oct. 20 (By Air Mail)—Theatres in Puy and Haute Loire have closed their doors in protest against the Government order to block admission prices at the March, 1960 level. The ruling meant that exhibitors charging above that level now would have to cut their ticket prices.

While theatres in Paris and some of the large cities were given the choice of reducing their prices by 40 per cent one day per week instead of a flat cut, this alternative was not extended to small theatres in the provinces.

In Puy exhibitors refused to accept the forced reduction. After a stormy meeting between exhibitor representatives and the Prefect the theatremen decided to close.

In the Haute Loire the same situation developed. In this area even the "family cinemas," run by local churches, and therefore charging less than the commercial houses also closed their doors.

MPA Defines 'Payola' For Theatrical Films

From THE DAILY Bureau

WASHINGTON, Oct. 23. — Attorneys for the Motion Picture Association and its member companies have proposed an interim interpretation of the new anti-payola law for the use of theatrical film producers. Copies were sent to the Federal Communications Commission for its information.

MPA members propose to rely on this opinion pending definitive rule-making and policy determinations by FCC. The film producers will, of course, "participate fully in the forth-

(*Continued on page 7*)

REVIEW: THE ALAMO

Batjac—United Artists—Todd-AO

"REMEMBER the Alamo" is the war cry that was generated 125 years ago when 185 men fought gallantly to the death holding the fortress that once was a mission against insurmountable odds, in the cause of freedom. It is a cry that has lasted through many heroic pages of American history, and one that has been made more vivid once again with John Wayne's dedicated production of "The Alamo." The millions who are destined to view this motion picture are certain to remember "The Alamo."

For here is a motion picture that has met and conquered the task of putting on film one of the most significant battles in the early history of the United States. True, it depicts in magnificent fashion, the 13 days of savage fighting, the indomitable courage of the 185 men who acquitted themselves with unbelievable bravery in fighting off the advance of General Santa Ana's Mexican army of 7,000 trained soldiers. But it offers much more than that: it is a motion picture that has something for everyone.

Lusty humor, a tear or two, tender romance, high drama and thunder-

(*Continued on page 6*)

Carolinas' Meet

Studios Root For Pay-TV, Theatres Told

Redstone Sees 'Greatest Danger' in Circumstance

Special to THE DAILY

RALEIGH, N. C., Oct. 23.—"Hollywood wants to go pay-tv," exhibitors at the 48th annual convention of the Theatre Owners of North and South Carolina will be told in an address to be delivered by Sumner M. Redstone of Northeast Drive-Ins, Boston, tomorrow morning.

In this development are to be found "the seeds of theatre exhibition's greatest danger," Redstone will

(*Continued on page 3*)

FCC's Pay-TV Hearing To Stress 'Programs'

By E. H. KAHN

WASHINGTON, Oct. 23. — Clearing its slate of petitions for and against the proposed trial of pay-tv in Hartford, Conn., the Federal Communications Commission made it clear that programming will be an element that it will consider.

In doing so, FCC implied that it

(*Continued on page 6*)

Yowell Named 20th-Fox O.C. Branch Manager

Morris Yowell has been promoted to branch manager of the 20th Century-Fox Oklahoma City office effective Nov. 1, general sales manager Glenn Norris announced over the weekend. Yowell replaces Marion Osborne, who retires on that date. The new branch

(*Continued on page 2*)

TELEVISION TODAY—page 7

Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

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PERSONAL MENTION

PAUL N. LAZARUS, Jr., Columbia Pictures vice-president, is in Raleigh, N. C., today to address the members of Theatre Owners of North and South Carolina.

•

PIETER DU PLESSIS, South African exhibitor, was scheduled to arrive in New York yesterday from London.

•

WILLIAM RICHARDSON, president of Capital Releasing Corp., Atlanta, has returned there from Birmingham.

•

MORRIS LEFKO, in charge of "Ben-Hur" sales for M-G-M, has returned to New York from Pittsburgh.

•

JONAS ROSENFIELD, Jr., Columbia Pictures executive in charge of advertising, publicity and exploitation, has arrived in New York from the Coast.

•

WILLIAM M. WETSMAN, of W & W Theatres, Detroit, has left there with his bride, the former JAN BROWN, for a honeymoon in Hawaii.

•

PETER GLENVILLE, director of the forthcoming "Summer and Smoke," for Paramount, has returned to Hollywood from New York.

•

FLOYD FITZSIMMONS, Warner Brothers field representative, was in Albany, N. Y., from Boston.

•

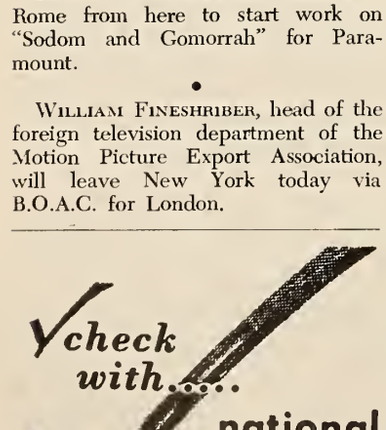
KENNETH ANESER, Paramount Pictures assistant advertising manager, has entered Mercy Hospital, Rockville Center, L. I., for treatment.

•

STEWART GRANGER has arrived in Rome from here to start work on "Sodom and Gomorrah" for Paramount.

•

WILLIAM FINESHRIBER, head of the foreign television department of the Motion Picture Export Association, will leave New York today via B.O.A.C. for London.



Yowell Named

(*Continued from page* 1)

post of salesman in the Dallas exchange.

A native of El Reno, Okla., Yowell is a graduate of the state university. After honorable discharge from the U. S. Army in December, 1945, he became associated with the film company as a student salesman. He was promoted to full salesman three years later, a position he held until his elevation Friday.

Bluebeard, 'Spartacus' Tie-Up on Three Levels

A far-reaching promotional tie-up has been developed by Universal Pictures and Bluebeard toiletries for men on "Spartacus," involving Kirk Douglas, which will operate on three levels in connection with the release of the picture. First of all, Montgomery Ward will feature Douglas and scenes from "Spartacus" in the four seasonal issues of their national catalogue for the next two years.

Secondly, Bluebeard will tie up with local openings of "Spartacus" via 1,000 line newspaper ads in the cities in which Montgomery Ward has stores. Thirdly, Bluebeard outlets other than Montgomery Ward will feature window displays on Douglas and "Spartacus" tieing in with local showings of the film.

Prominent Film Names On Kennedy Committee

From THE DAILY Bureau

WASHINGTON, Oct. 23. — Organization of a National Committee of Arts, Letters and Sciences for Senator John F. Kennedy has been announced by Sen. Henry M. Jackson (D., Wash.) Democratic National Chairman. The group's membership at present consists of over 250 well-known figures in the arts and seiences.

Among those associated with the motion picture industry who are listed as members of the committee are: Marc Connelly, Aaron Copland, George S. Kaufman, James Michener, John Steinbeck, Robert Penn Warren, Thornton Wilder, Budd Schulberg, Ann Bancroft, Ralph Bellamy, Agnes de Mille, Robert Dowling, Sol Hurok, Sam Jaffe, Garson Kanin, Elia Kazan, Dore Schary, Roger Stevens and Gore Vidal.

Detroit 'Row' Near End

DETROIT, Oct. 23. — On what was once the well-populated Film Row here only Columbia Pictures and M-G-M remain, with both expected to find a new location shortly. Warner Brothers is moving to the Fox Building, as is Michigan Allied.

Teen-Age Drive Set For Para. 'G.I. Blues'

Keyed to the Thanksgiving holiday release of Hal Wallis' "G.I. Blues," a major advertising-publicity campaign aimed at the teen-age audience has been set by Paramount Pictures in national youth magazines and more than 300 local high school newspapers. This effort is in addition to the general audience campaign consisting of full-page ads in *Life, Ebony, Jet* and other national magazines.

Four teen-age publications representing a combined circulation in excess of 3,500,000 have been selected for the campaign on the national level. They are *Seventeen, Scholastic Roto, 'Teen* and *Ingenue.* In addition, 14 fan magazines with a high teenage readership ratio and having a combined circulation of more than 7,000,000, have also been included in the campaign.

These fan publications are *Modern Screen, Motion Picture, Photoplay, Screen Stories, Movie Life, Movie Stars-TV Close-ups, Movieland & TV Time, Screen Stars, Screenland, Stardom, Modern Stars, Star World, Hit Parader* and *Song Hits.*

Broadway Awards for Picker and Dowling

Eugene Picker, president of Loew's Theatres, and Robert W. Dowling, president of City Investment Company, share honors as recipient of the Broadway Association's gold medal awards "for the greatest achievement for the advancement of Broadway" tomorrow at the 49th annual members' luncheon of the Broadway association.

For Bringing 'New Dignity'

Each year, the association selects the person who, in the opinion of its directors, has contributed most to the advancement of Broadway as a commercial and entertainment center. Both Picker and Dowling "have brought new dignity and prestige to the Great White Way through their extensive theatre modernization programs," it was stated. The former has been actively spearheading a committee assigned to prepare plans for the beautification of the Times Square sector through the planting of flowers and shrubs.

Wometco Dividends Set

MIAMI, Oct. 23. — The board of directors of Wometco Enterprises, Inc., has voted a regular quarterly dividend of 17½ cents per share on the company's Class "A" common stock. A regular quarterly dividend of 6½ cents per share was voted for the Class "B" stock. These dividends will be paid Dec. 15 to stockholders of record as of Dec. 1.

EDITORIAL

(*Continued from page* 1)

along with the one against whom local post has taken umbrage. B the good sense of the community, well as the innate sense of fairne in the public mind, will determi the fate of any such punitive mov ments.

•

For the rest, the stand already take by Stanley Kramer and Otto Pr minger, whose pictures are amo those singled out by the Legio would appear to be the right on Both have said they insist upon o taining the best craftsmen availab in the production of their picture and after having done so are willi to let the public decide whether not it wishes to see the finished pro uct.

It is doubtful whether more w be induced to bypass the films question than will be attracted them by both the Legion's activiti and the accompanying publicity.

'Alamo' to Have World Bow in Texas Tonigh

By CHARLES S. AARONSON

SAN ANTONIO, Oct. 23. — Th second day of a three-day statewi celebration on behalf of John Wayn "The Alamo" got underway here th morning with a "Howdy" brunch f the visiting press at the Granad Hotel and a ranch party this afte noon at the Ray Ellison Ranch ne Bulverde.

Festivities will continue throu tomorrow night with the world pr miere of the Todd-AO film at t Woodlawn Theatre.

The press contingent arrived he Saturday simultaneously from Ne York, Boston, Philadelphia, Washin ton, D.C., Chicago, Toronto, Clev land, Denver, Seattle, Portland, S Francisco and Los Angeles.

Players Attend

From Los Angeles, alone, newspapermen and women made t flight. Wayne and his wife, Pila accompanied, the Los Angeles co tingent, also Laurence Harvey, Jam Edward Grant, author of the origin screenplay of "The Alamo," Patri Wayne, Linda Cristal and Chill Will

From Bracketville, Texas, can Richard Widmark, James Stewa Ken Curtis and John Ford who a currently making a picture ther Richard Boone flew in from Phoeni Arizona, and Frankie Avalon can from Philadelphia.

The main day of the celebrati will be tomorrow beginning with Frontier Street Breakfast on Alan Plaza. The Tribute to Heroes of t Alamo ceremony, also to be held front of the Alamo, will follow.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Burea Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-310 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallaghe Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secor class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

's Columbia Time t Louisville 1st-Runs

Special to THE DAILY

LOUISVILLE, Ky., Oct. 23. — If citizen decides to attend one of ouisville's seven downtown first-ims in the week starting Thursday, e odds are overwhelming that he ill be seeing a Columbia picture. ive of the showcases will open olumbia product on that day and sixth will begin the run of a Co-mbia release on Friday. Only thea-e that won't be playing Columbia ms has a roadshow.

The opening lineup for Thursday hows "Let No Man Write My Epi-ph" at the Mary Anderson; "I Aim the Stars" at the Rialto; "I'm All ight Jack" at the Crescent Art; Fast and Sexy" at the Kentucky; nd the double bill of "Battle in Out-Space" and "12 to the Moon" at e Ohio. On Friday "Song Without nd" will bow at the United Artists.

ig Campaign Heralds eopening in Albany

Special to THE DAILY

ALBANY, N.Y., Oct. 23.—An ex-ensive and comprehensive publicity nd exploitation campaign for the 250,000 modernization and refur-ishing project and reopening of abian's Palace Theatre here is being arried out by Elias Schlenger, Fabian ivision manager, and Bill With, man-ger of the Palace.

The Palace closed on Sept. 12, and vill have its gala opening on Oct. 8. Stories outlining the huge project roke in both Albany newspapers two o three weeks before the closing. A eries of four cartoon ads, featuring character named Nu Luke, was reated by Hy Rosen, prize-winning artoonist for Hearst's Albany *Times-Union.*

A two-week Mystery Movie Con-est was run in the Albany *Knicker-ocker News.* Announcement stories n the contest and modernization tarted five days in advance of the ontest. A still from a picture which ad played Albany during the last 25 ears was run each day and con-estants were asked to give the titles f the pictures and identify the stars n each still. Savings bonds were warded to the three winners.

Race Named for Theatre

One of the races on the closing night at Saratoga Raceway was named the New Palace Theatre Race.

Among the activities planned for opening night are the appearance of the prize-winning Fort Crailo Amer-ican Legion Band, searchlights, free perfume to the ladies, a special edi-tion of the *Times-Union* with the entire front page devoted to The Palace opening, an organist playing from opening to showtime, and speeches by the Mayor and a repre-sentative from the Governor's office.

The entire loge section is being turned over to the Albany Girls Clubs for an opening night benefit.

Studios Root for Pay-TV, Theatres Told

(*Continued from page* 1)

tell the convention, pointing out the major companies' lessening interest in theatrical revenue and increasing attention to income from films made specifically for television, from records, real estate, mineral rights and other interests.

Redstone, who is assistant to TOA president Albert Pickus, also will take up and answer charges commonly made against exhibition for its opposition to pay-tv, such as its supposedly selfish, economic interest in the question, its alleged attempt to prevent the public from obtaining and paying for its entertainment where it chooses, and the contention that, in any event, pay-tv won't harm and may benefit the commercial theatre.

Sees Judgment 'Clouded'

As a result of such charges and contentions, Redstone will say, "the judgment of some of those among us is beginning to be clouded and confused on the subject of pay television. And your life or death as motion picture exhibitors depends to a large extent on your ability to separate fact from fiction."

He will tell the convention that the proof of the lessening interest of major companies in theatrical exhibition is to be found "in the balance sheets, profit and loss statements and annual reports" of the companies to their stockholders. In this connection, he will single out both Barney Balaban, president of Paramount, and Spyros Skouras, president of 20th Century-Fox.

Says Confusion Is Created

"In recent times," Redstone will say, "men of great stature like Mr. Balaban and Mr. Skouras have taken up the battle cry on behalf of pay-television" with the result that there has been 'incipient signs of confusion, even in the ranks of exhibition. And so it becomes necessary to substitute fact for fiction, and to give battle even to men like Mr. Balaban and Mr. Skouras for whom motion picture exhibition has historically had —and rightly so — great admiration, affection and respect."

He will say that he disagrees with Balaban's report to Paramount stockholders in which pay-tv was termed a supplement to theatre attendance, and which estimated it might provide a 20 per cent increase in industry revenue.

'Looked Only at Plus Side'

"Mr. Balaban looked only at the plus side," Redstone will say. "He has not taken into consideration the devastating effect on present theatre revenues of pay television. One need only refer to the impact that old pictures on television had on the motion picture theatre box office to begin to foresee the disastrous impact of current pictures on television."

"And," Mr. Redstone will add, "I must disagree with that great man of the motion picture industry, Mr. Skouras, for it was he who expressed the most dangerous concept of all when he stated that, 'no power on earth can stop the development of toll television'."

"If you accept that philosophy, the philosophy of the inevitability of toll television, get out of the motion picture theatre business now," he will tell his audience.

He will add, however, that while in good conscience exhibition cannot criticize the major companies for doing what they believe is in their best economic interest, it can at least, in good conscience, "battle them."

Doubts Coexistence

Turning to the arguments on behalf of pay-tv and attacking exhibitor opposition to it, Redstone will reject the contention that pay-tv, free tv and theatre exhibition can enjoy peaceful coexistence as have other forms of entertainment, and that the theatre will be even better off if the public is required to pay to see films on tv instead of having them available without cost.

Redstone will point out in reply that other forms of entertainment have found it possible to coexist because they are "essentially different" and are not required to rely upon identical sources of supply.

"Pay-tv and theatre exhibition," Redstone will say, "involve the sale of the same product to the American public, and theatre exhibition will be subject to impossible competitive conditions. What more devastating practice is there in the theatre industry than a 'buck a car'? If you have found a 'buck a car' difficult to compete with, how are you going to compete with a 'buck a houseful'?"

Points to Hartford

He will cite also promotion matter for the pending Hartford, Conn., pay-tv test by Zenith Radio and RKO General, saying "the best appeal there is that the people of Hartford should not go to the movies in a theatre but should patronize their television cash registers in their homes. They say, and I quote, 'with subscription tv this family could enjoy as many as four movies at home for the cost of one evening out'.

"When first run movies are being exhibited on pay television just what will be exhibiting in motion picture theatres, particularly if not only Paramount but also Metro and Fox have an interest in pay-tv?

Fears Also for Free Television

"I must disagree with the Mervyn LeRoys who say that pay-tv is not a 'rule-or-ruin' situation. It is untrue that motion picture theatre exhibition will live side-by-side with pay television. Rather, theatre exhibition and free television will die side-by-side if pay-tv becomes a reality."

The argument that "exhibitors are a greedy lot unwilling to meet the competition of pay-tv on fair ground, and eager only to deprive the public of its right to pay for television entertainment," will be described as a "dangerous" one which "we exhibitors must be prepared to meet."

The answer, he will say, is that the radio-television spectrum is a limited and precious natural resource belonging to all the people, which should not be for sale for it already belongs to the American public.

Quality Available Now, He Feels

Moreover, Redstone will add, "it is sheer hypocrisy to contend that we are trying to deprive the American public of some great right that the proponents of toll-tv want to bestow upon it. All we are going to take away from the people is the right to pay for what they are getting free right now." He will catalogue the present and promised programming in an attempt to show that there is little worthwhile that pay-tv can offer the public for a price that is not available to it now in free tv.

"No doubt, like others, we do have a selfish instinct for self-preservation," he will conclude, "but for once, luck is with us, because in the battle to be waged over toll television the interest of the American public and your interest coincide.

Warns Public Will Be Cheated

"The public has been quick to grasp the underlying economic fact—that the proponents of pay television are preparing to seize from the public the radio-television spectrum, a great natural resource, and sell it back to them at a very high price."

Pickus to Speak Today At Carolina Convention

Special to THE DAILY

RALEIGH, N. C., Oct. 23.—Albert Pickus, president of Theatre Owners of America, will address the theatre owners of North and South Carolina at their annual convention here tomorrow. He will be the luncheon speaker for the convention, which is scheduled to draw about 300 persons to this city.

The conclave will end with the annual presidents banquet tomorrow. The new president will be elected to succeed Frank Beddingfield of Charlotte.

Theatrical Feature Set By Skelton and Rooney

From THE DAILY Bureau

HOLLYWOOD, Oct. 23. — Red Skelton and Mickey Rooney will co-star in "The Big Grab," theatrical motion picture to be filmed in color and employing the three-camera technique.

Charles Luftig and Red Doff will serve as executive producers. It will mark first feature to be produced at the Skelton studios since purchased by the star.

Starting date is scheduled for Feb. 14, 1961.

"The Big Grab" will be a joint venture between Skelton and Luftig Productions and Killarney Enterprises, headed by Rooney & Doff.

YUL BRYNNER



MAGNIFICENT
Seven who fought like seven hundred!

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The Magnificent Seven



IS MAGNIFICENT BOXOFFICE!

Opening figures on the South and Southwest saturation bookings indicate it's a sure-fire winner! Breaking records in the Atlanta, Charlotte, Dallas, New Orleans, Miami and Jacksonville areas!

NOW WATCH the area-by-area penetration in the Midwest, West Coast, New England and Eastern territories set for November!

First the ***BIG PRE-SELL***
...then the tremendous ***WORD-OF-MOUTH***
...and another ***BLOCKBUSTER IS ON ITS WAY!***



STARRING **ELI WALLACH · STEVE McQUEEN**

enplay by WILLIAM ROBERTS · Produced and Directed by JOHN STURGES
IRISCH-ALPHA PICTURE · Executive Producer WALTER MIRISCH
c ELMER BERNSTEIN · A Mirisch Company Presentation

THRU UA

FCC's Hearing

(*Continued from page* 1)

would adopt the position that had been taken by its broadcast bureau, saying that "the present issues encompass the information required as to programming." Marcus Cohn, attorney for the Connecticut Committee Against Pay-TV and five Connecticut theatres, told MOTION PICTURE DAILY he is "perfectly delighted and perfectly happy" with this turn of events, as long as it is clear that the issue of programming is not to be avoided.

Statement Flexible

FCC's statement concerning programming was, it would appear, almost deliberately worded in a manner that leaves the commission free to make interpretations as the case goes on. The commission reminded Cohn and his clients that "this proceeding looks merely toward a trial operation at Hartford, Conn., and that—as earlier announced—it "concerns questions of narrower scope than were involved in the rule-making proceeding" which related to proposal for nation-wide subscription television service.

"Therefore, it is our view that the issues as presently framed provide for the introduction of sufficient evidence concerning programming to enable us to render a meaningful decision with respect to the proposed trial operation," the commission declared.

Several Witnesses Available

It is understood that Cohn has a number of witnesses in reserve, in case they are needed. Cohn's case, under FCC rules, will necessarily be a rebuttal, not an affirmative presentation. As far as is known, the only witness to be called by Cohn is Arthur Mayer, a veteran of exhibition, distribution and production of films.

The Hartford Phonevision Co., which has first crack at making its affirmative presentation to FCC, has not said which witnesses it will put on the stand. It is believed, however, that Thomas F. O'Neil of RKO-General is going to carry a substantial part of the case.

Broadcast Bureau Supported

FCC also spelled out its support of the Broadcast Bureau, which had earlier urged denial of the right of Zenith Radio and its Phonevision licensee, Teco, Inc., to participate as parties to the case. FCC said that in its judgment "this vague, conclusionary allegation of Zenith that denial of the instant application will cause it economic injury is insufficient to establish that its interest is direct and substantial."

FCC also said that "Teco has failed to specify in sufficient detail what direct and substantial injury it would suffer as a result of unfavorable action herein, nor has it even attempted to demonstrate clearly whether its prospective injury would be separately recognizable as a matter of law in view of the essential identity of interest of petitioners and applicant, Hartford Phonevision.

The Alamo

CONTINUED FROM PAGE 1



ing action all are contained in this saga of the Alamo, and all tending to reach deeply the emotions of all who see it. And the children, too, will find much to cheer about in the exploits of their favorite American heroes, Davey Crockett and Jim Bowie.

Never have the Todd-AO screen, and Technicolor been used to better advantage than in this depiction of the vast outdoors shot on location in Bracketville, Texas, and the impressive array of the huge Mexican army as the men march down the vast countryside to take their positions to lay siege to the fortress known as the Alamo.

IT IS asserted that the film was made at a cost of $12,000,000, and all of it appears on the screen. In handing out well-deserved plaudits to those connected with this production, one must start with Wayne who produced and directed in superb style, capturing the full flavor of the period in the mounting of the film, as well as in the gusty activities of the backwoods men. Wayne also performs his role as the legendary Colonel David Crockett in heroic Wayne style, which is perfectly suited for this part.

Outstanding is the acting of Richard Widmark as Colonel James Bowie, the roustabout soldier who commanded 100 followers and who fought discipline with the same fervor as he fought his enemies. He is impressive in a swashbuckling role, and even more so when he is informed by a courier of the Mexican army of the death of his Mexican wife. It is a memorable and touching scene, in a film that abounds with never-to-be-forgotten episodes.

Outstanding, too, is English actor Laurence Harvey as Colonel William Barret Travis, commander of the fort, and a strict army disciplinarian. His cool and dauntless courage, however, is never in doubt.

Romance is provided by the lovely Linda Cristal, as Flaca the Mexican widow who shares a brief romantic interlude with Wayne, who sends her away to save her from the war that is to follow.

ALMOST tender moment involves little Aissa Wayne whose birthday is heralded by the fighting men in the shadow of the battle that is soon to begin, and Joan O'Brien, mother of Aissa, and Ken Curtis, the child's father, and aide to Harvey. All three turn in fine performances.

James Edward Grant, associate producer and writer of the original screen play, has handled both assignments in superlative fashion. The screenplay, espeeially, is noteworthy for its dialogue, both in the lighter moments, and in the romantic and dramatic situations.

Dimitri Tiompkin, four times an Academy Award winner, composed and conducted the musical score which blends perfectly with the action on the screen, and should be in line for another award.

Second-unit director Cliff Lyons deserves credit for handling the innumerable details of the battle scenes, which are as exciting as any that have ever been filmed. Stuart Gilmore performed an expert task in editing the vast cinematic undertaking.

"The Alamo" takes its place among the great ones in American film making. It is bound to impress the huge audiences that it is destined to attract. There is so much to see and hear, and so much to be entertained by in this truly big production.

—Running time, 190 minutes, plus 15 minute intermission. Release, special.

SIDNEY RECHETNIK

PEOPLE

John DeWaal, assistant manager branch operations for Buena Vi here, has been named manager branch operations, succeeding t late **Joseph Burke. DeWaal** forme was manager of exchange operatic for RKO Radio.

□

Peter E. M. Sharp, formerly sistant to the managing director the Troughton and Young Grou London, has been named gene manager manager of the Westrex C Ltd., wholly-owned British subs iary of the Westrex Corp. of N York.

□

Melvyn Berman, vice-president Tri-State Automatic Candy Cor with headquarters in Buffalo, l been elected a director of ABC Ver ing Corp., Long Island City.

□

Dr. Hugh M. Flick, one-time rector of the New York State Ec cation Department's motion pict division and now associate comm sioner for cultural education, v speak on "Communications in t Fight for Freedom" at a meeting the Provincial Board of Censors Canada, at St. John, N. B., on Oct.

NTA Offers Stations 'Post-'48 Movie Quiz'

A one-hour "post-'48 movie qu is being offered to tv stations buyi National Telefilm Associates' new " for '61" features, E. Jonny Graff a Berne Tabakin, NTA vice-presider in charges of sales for the E and West respectively, announc This promotional program was used at WNTA-TV when the stat scheduled the 20th Century-Fox p '48 films. The program was said be most successful in building audience for the films.

The program's format follows quiz formula with questions based the trailers of the upcoming fil Viewers are asked to submit answ for various prizes.

Johnston Here But Board Meets Are Off

Eric Johnston, president of the M tion Picture Ass'n., will arrive in N York today from Hollywood Washington for staff conferences the MPAA offices here. Projec meetings of the boards of MPAA MPEA to hear, among other matt Johnston's recommendations result from his summer inspection of African film markets will not be h at this time, due to lack of a quo of board members.

Paul A. Englar Dies

BIRMINGHAM, Ala., Oct. 23. Paul A. Englar, owner and opera of theatres in this area for many ye died at his home here following a p tracted illness.

ayola Defined

(*Continued from page* 1)

ning rule-making proceeding."

major point in the legal opinion, pared by the law firm of Haley, llenberg and Bader, is that the law explicity refers to films "in- led for broadcasting." This should be construed to encompass films nded for theatrical exhibition, the rneys say, "simply because of a sible eventuality that an attempt be made to sell the film for adcasting purposes years after ini- release of the film for theatrical poses. The intent referred to in statute must be related to a film le expressly for broadcast use."

Obsolescence a Factor

The document also notes that it is ghly improbable that considera- would be paid or received for a hly conjectural television exposure ich would take place at a time en the product or model involved ght be obsolete and no longer on market."

Indeed, the opinion notes, "Con- ss was patently not undertaking regulate the theatrical motion pic- industry or its practices."

As the MPA lawyers see it, the law, when properly read in the t of its legislative history, ex- des from the need for disclosure nsideration furnished for exposure a film produced for theatrical ex- ition."

'Prominence' Important

According to this legal opinion, it "clear that any prop furnished ly for use on a television program l not accorded any unusual or cial prominence beyond the iden- cation which is normal and ap- priate under the circumstances s not create the need" for dis- sure and announcement of supply.

The lawyers add that it is "equally ar that the use of the product d not be rigidly confined to per- ming the function of a prop in a adcast program." Thus, neither requirement of disclosure or of nouncement would apply where the duct furnished "is used in activ- s reasonably related to the pro- tion of a film."

'Fleet Deal' Treated

This same reasoning, it is noted, ould apply in a so-called 'fleet l' where several automobiles are vided to a studio for use in its duction activities."

The legal opinion also states that is "manifest upon the basis of a ral reading" of the applicable sec- n of the law that "this criminal ute is not to be read as retroac- e in scope." This is supported by preme Court statements that all utes are to be considered "pro- ctive in application unless the utory language expresses a con- y intent." This would exempt all films now available to television.

n considering the application of disclosure and announcement es to consideration received in connection with a film produced for tv which went into production before the law became effective but was finished afterwards, the opinion states that no disclosure should be required "as to any consideration received or contracted for prior to Sept. 13, 1960, in connection with the preparation or production of a motion picture for television, where the principal photography of such picture was commenced prior to such date."

The opinion notes that in most merchandising transactions — comic books, soft cover books, toys, or souvenirs identified with a program or a character or simulating in actual or child size a prop used in a film—the products are not identified in the film. In this case, the law does not apply "regardless of whether the producer shares with the manufacturer in the proceeds from the sale of such merchandise to the public."

REVIEW:

The Crowning Experience

Moral Re-Armament

MORAL RE-ARMAMENT is an ideology which has been embraced by such famous world leaders as Mahama Gandhi and Konrad Adenauer. Its aim is to "put right what is wrong in the world" and it declares that this can only be accomplished by starting with the individual. Rajmohan Gandhi, grandson of the Indian spiritual chief, tells it thusly, "Human nature can be changed—that is the root of the answer. National economies can be changed—that is the fruit of the answer. World history can be changed —that is the destiny of our age." This is the essence of "The Crowning Experience."

By using the life story of the noted negress educator Mary McLeod Bethune as a source, Moral Re-Armament, the film's producers, here take the opportunity to tell their beliefs by using this former apostle as an example.

Mrs. Bethune's is truly the glorified American success story. Born of slaves, she went on to establish a college for her race and become an advisor to two presidents. The way was not easy and the joys and conflicts of her accomplishments make for one of the most rewarding family entertainments of recent memory.

The leading role of the Alan Thornhill screenplay is enacted by Muriel Smith, Broadway's original "Carmen Jones." She is reported to be a disciple of the movement, and this shines through her performance, warming the viewer with the sincerity of each speech and each song. Here is a first class performance in every way.

Ann Buckles gives an equally fine picture of Sarah Miller Spriggs, the struggling educator's first outside helper and lasting personal friend. The remaining supporting cast, though not professional actors, are each natural and convincing.

The original songs by Will Reed and George Fraser, Paul Dunlap's musical direction, Richard Tegstrom's beautiful Technicolor photography and the direction of Marion Clayton Anderson all deserve more praise than space will allow.

As of this time no distributor for "The Crowning Experience" has been named, but it is understood that negotiations are underway.

Running time, 102 minutes. Release date, October.

WILLIAM WERNETH

Hochstein Promoted

Mort Hochstein has been appointed senior column editor, news and public affairs, it was announced by Ellis Moore, director, NBC Press and Publicity. Hochstein has been with the NBC Press Department since April, 1954, and has been a member of its newspaper contact unit since 1955.

Space Satellite Trial Would Include TV

From THE DAILY Bureau

WASHINGTON, Oct. 23. — The American Telephone and Telegraph Company has asked the Federal Communications Commission to authorize a space satellite communications experiment—including television. It also asked FCC for rules changes which would allow the company to proceed, following satisfactory tests, with "the initial stages of commercial service" this year.

The project would be financed and the facilities operated by AT&T, in coordination with foreign telephone administrations. The firm would work closely with the National Aeronautics and Space Administration.

The AT&T system would make use of solar-powered satellites weighing 175 pounds and orbiting at about 2,200 miles. It would be capable of transmitting up to about 35 minutes 3 or 4 times daily. The company seeks authority to use broadband microwave techniques in the frequency bands 6425-6525 megacycles for satellite transmissions and 6775-6785 megacycles for sending to the satellites.

U. S. TV Shows Popular Abroad

As television grows in foreign countries the programs that fill the new screens there are often American-made products, the *Wall Street Journal* said last week in a page-one article reporting on the efforts of U. S. producers to step up their sales abroad.

The article puts the number of tv sets outside the U. S. at nearly 41,000,000 by the middle of this past summer, an increase of 60 per cent from the start of 1959. While the U. S. still has more sets—53,000,000 at the mid-summer count—than the rest of the world's countries combined, the fast growth of video abroad is expected to put the foreign total ahead of the American figure by 1962.

Nations with substantial numbers of tv sets include Great Britain, 10,900,000; Japan, 5,000,000; West Germany, 4,200,000; Soviet Union, 4,000,000; Canada, 3,800,000; and France, 1,500,000.

Worried by TV

The article says that American producers of filmed tv shows are delighted by the growth of foreign tv. "On the other hand," it states, "U. S. producers of feature films for theatre screening are not at all happy about the prospects of mounting numbers of tv addicts in foreign countries, many of which are now lucrative markets for their wares. Stepped-up tv watching could cut attendance at movie houses abroad, just as it has slashed movie-going in the U. S."

Trade authorities estimate that U. S. tv films may pull in as much as $30,000,000 from foreign markets this year, equal to about 20 percent of the industry's volume at home. Overseas sales have doubled each year for the past four or five years.

Warm Reception Cited

Comment is also made in the article on the reception of U. S. tv shows in other countries, which "generally is warm."

The articles also says: "Selling programs abroad isn't without its headaches, American video film makers are finding. One problem is the variety of languages. Dubbing of foreign dialogue onto U. S. tv films is now done largely in five languages: Spanish, French, Italian, German and Japanese. The cost, generally borne by the purchaser, may run as high as $1,000 on a half-hour film; this cost has occasionally soured prospective foreign purchasers on buying American tv shows."

Muir Leaving NBC

E. Roger Muir, senior member of NBC's program department and executive producer of children's programs for the network, has announced his resignation from the company and the formation of New Merritt Enterprises, Inc. to produce film and live television productions and theatrical offerings.

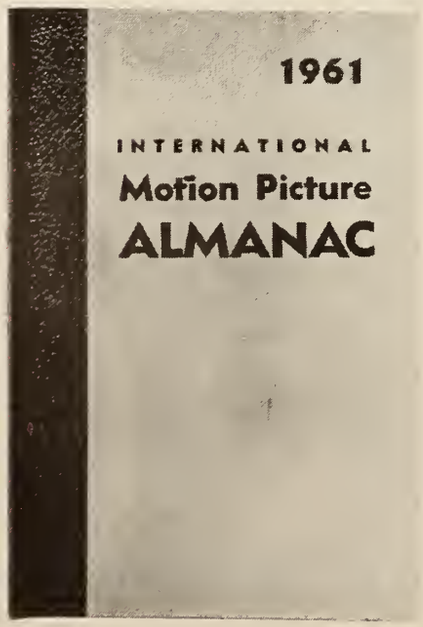
Now in preparation—the 1961 Editions of

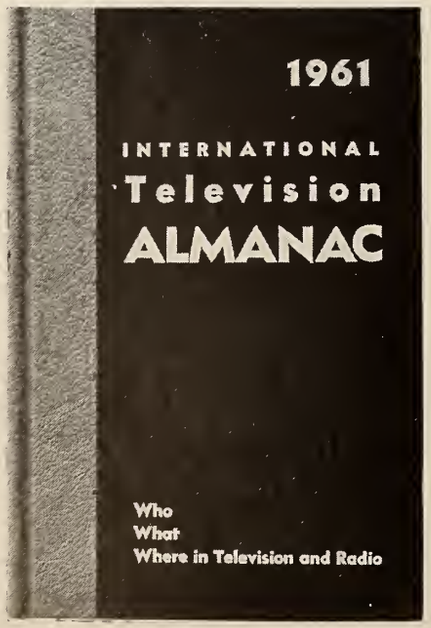
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 88, NO. 80 NEW YORK, U.S.A., TUESDAY, OCTOBER 25, 1960 TEN CENTS

CC Told:

Phonevision Wants Only New Product

'Neil Tells of Plans irst Day of Hearings

By E. H. KAHN

WASHINGTON, Oct. 24. — Hart-d Phonevision Company is inter-ed in showing on its pay-television stem new motion pictures that local eatre owners would also want to ok, Thomas F. O'Neil, president of e company, said today as the Fed-l Communications Commission be-n hearings on a proposed trial of v-tv in the Connecticut city.

This disclosure was one of a few, t not many, of the details concern-g Phonevision's pay-tv operating ans outlined to the commission the opening day of hearings on the oposal for a three-year trial of bscription-tv in Hartford.

In the course of testimony by Neil, who is also president of RKO eneral, owner of WHCT-TV, it was ade clear that pay-tv could afford

(Continued on page 4)

Alamo' Welcomed in rue Texas Fashion

By CHARLES S. AARONSON

SAN ANTONIO, Oct. 24. — San ntonio, the South Texas Alamo city historical significance, really rolled ut a warm, rich, red carpet of hos-tality this past weekend for a host visiting dignitaries, political fig-es, Hollywood luminaries and the ess.

Come to attend the world premiere

(Continued on page 2)

Three Films Sellouts t Festival in S.F.

Special to THE DAILY

SAN FRANCISCO, Oct. 24.— ree of the first six foreign pictures the international film festival ayed to complete sellouts, it was an-nced today by Irving M. Levin, stival director. In addition, Levin

(Continued on page 4)

Rosen Urges Exhibitors End Disputes, Band Close in 'Peaceful Co-Existence'

Special to THE DAILY

RALEIGH, N. C., Oct. 24.—Exhibitors must join together in a policy of "peaceful co-existence" among themselves if they are to build a strong theatre industry for the future, Samuel Rosen, executive vice-president of Stanley Warner Corp., warned in a speech here today at the convention of Theatre owners of North and South Carolina.



Samuel Rosen

Rosen said the new exhibitor unity was necessitated by the fact that cooperation with distribution "has up to now run into one stalemate after another." Among these he listed government intervention, summit conferences between the president's committee of the Johnston office and the ACE executive

(Continued on page 6)

Use Discretion, Lazarus Admonishes Exhibitors

Special to THE DAILY

RALEIGH, N.C., Oct. 24. — Paul N. Lazarus, Jr., Columbia Pictures vice-president, called on the exhibitor to exercise his social conscience and assume some of the responsibility for controlling what appears on the local screen.



Paul Lazarus, Jr.

Lazarus told the Theatre Owners of North and South Carolina's convention here today attacks by outside organizations calling for more stringent motion picture

(Continued on page 6)

Value of Small Theatre Told Ontario Exhibitors

Special to THE DAILY

TORONTO, Oct. 24. — Nathan A. Taylor, in an address to the annual luncheon meeting of the Motion Picture Theatres Association of Ontario today, said the motion picture business requires "imagination, versatility and ingenuity." Taylor, head of

(Continued on page 4)

Atlanta Exhibitors Shy from Censor Fight

Special to THE DAILY

ATLANTA, Oct. 24. — Theatre owners in this area are somewhat less than enthusiastic over plans to institute legal proceedings against this city's film censorship ordinance, a survey of opinion has revealed.

Suit is to be brought by the Independent Film Importers and Distributors of America in a test case attacking constitutionality of the law establishing a censor board here. The suit

(Continued on page 2)

S.C. Drive-In Theatres Organize in Fight against 'Sensational' Films

Special to THE DAILY

COLUMBIA, S. C., Oct. 24.—An organization looking to the control of "undesirable" motion pictures has been formed by a group of Columbia drive-in theatre managers and operators.

The Columbia Area Drive-In Theatres Association says it will seek to eliminate all "sensational" advertising and "sex" films and strive to elevate the standard of good taste in public entertainment.

Members of the new group include Skyway Drive-In, Twilight Drive-In, Starlight Drive-In, Sunset Drive-In, Belt Drive-In and Halls Drive-In.

They adopted the following resolution:

"Whereas, the showing of certain motion pictures and the local advertising of them in this area has offended the high standards of this

(Continued on page 6)

'Dangerous'

Pickus Warns Producers on Success Films

Bad Taste May Attract Dollars But Hurt Industry

Special to THE DAILY

RALEIGH, N. C., Oct. 24.—A recommendation that producers re-examine their views of what constitutes a "successful" picture before "inestimable long-range harm" is done the industry was made by Albert M. Pickus, president of Theatre Owners of America, at the annual convention of Theatre Owners of North and South Carolina here today.



Albert M. Pickus

"I feel most sincerely that Hollywood is confused in its own definition

(Continued on page 6)

Services Held for Saul Ullman, 62

Funeral services were held here yesterday for Saul J. Ullman, 62, industry veteran who died Sunday in Albany Hospital, Albany, N. Y. Ullman had retired in 1955, due to ill health, from the position of division manager for Fabian Theatres in Albany, Schenectady, Troy and Cohoes.

A delegation of Albany area Fabi-

(Continued on page 4)

Kenneth Aneser Dies; Services Tomorrow

Funeral services for Kenneth Aneser, 48, Paramount Pictures assistant advertising manager, will be held tomorrow at 9:30 A.M., at Our Lady of Victory Church, Floral Park, L.I. Interment will be at Holy Rood Cemetery, Westbury. The body is re-

(Continued on page 2)

PERSONAL MENTION

JOSEPH E. LEVINE, president of Embassy Pictures, returned to New York yesterday from Rome and Israel.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and his assistant, BERNARD LEVY, will leave New York today for a trip to the Middle West. They will be away for 10 days.

•

SI SEADLER, M-G-M Eastern advertising manager, has returned to New York following a two-week tour in behalf of "Butterfield 8."

•

TED HARRIS, managing director of the State Theatre, Hartford, has returned to his duties there following recuperation from surgery.

•

JOHN WAYNE, producer-director of "The Alamo" for United Artists, will arrive in New York today from Texas.

•

JIM KIRBY, film buyer for Floyd Theatre, Jacksonville, has left there with MRS. KIRBY for a Caribbean cruise.

Aneser Dies

(*Continued from page* 1)

posing at the Thomas F. Dalton Funeral Parlor, Floral Park.

Aneser, who died Saturday night at Mercy Hospital, Rockeville Center, following a cerebral hemorrhage, is survived by his widow, Lucille; two sons, John and Richard, and a dughter, Nancy.

Prior to joining Paramount last January, Aneser was advertising production supervisor on Samuel Goldwyn's "Porgy and Bess." He was for 25 years assistant to the advertising manager of Warner Bros. Pictures, and had also been associated with the Buchanan & Co. division of Lennen & Newell, working on the Paramount, Warner Bros. and Embassy Pictures accounts.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DORIS DAY • REX HARRISON
IN A ROSS HUNTER-ARWIN PRODUCTION
"MIDNIGHT LACE"
A Universal-International Release In EASTMAN Color
ON STAGE "BRAZIL"—EXCITING, EXOTIC SPECTACLE.

'Alamo Bows'

(*Continued from page* 1)

of John Wayne's Batjac Production for United Artists, "The Alamo," the group numbering upward of a hundred was welcomed in true—that is big—Texas fashion, beginning with glittering, band-blaring receptions at the San Antonio airport for groups arriving from east and west. The festivities were carried out at a dizzy pace, culminating in the opening of the $12,000,000 picture at San Antonio's Woodlawn Theatre tonight.

Major J. Edwin Kuykendall of San Antonio extended the city's welcome at the airport to the arrivals, who included Wayne, Linda Cristal, Frankie Avalon, Chill Wills, Richard Boone of the cast, Dimitri Tiomkin, who composed the musical score, and James Edward Grant, who wrote the screenplay. A full sampling of the schedule of activities would be likely to leave the visitor a touch breathless prior to Monday, the key day. It started with a frontier street breakfast on Alamo Plaza before the worn, brown walls of what had formed a notable bastion in the history of this country some 124 years ago. Then followed a tribute to those heroes of yesterday with Governor Price Daniel of Texas officiating a fly-over of planes in aerial salute and a luncheon at which Wayne, Grant, and Tiomkin were presented awards.

Parade a Feature

Parade through the downtown area featured the afternoon and a vast motorcade moved on the Woodlawn Theatre for the evening opening, following a reception which was held at the "Alamo" premiere headquarters, the St. Anthony hotel. At the theatre the full searchlight and red carpet treatment was in full swing with television coverage and special entertainment for the crowds in front of the theatre. The weather man had a slight frown part of the time but in general behaved quite hospitably.

It was a big Texas show, thoroughly in keeping with the production which, for Wayne, has been the realization of years of hope and desire.

Al Manuel Named Aide To Paramount's Rackin

From THE DAILY Bureau

HOLLYWOOD, Oct. 24. — Al Manuel, who for the past 25 years has managed his own agency for the preparation of literary and stage properties for film production, has been named to the newly created post of executive assistant to Martin Rackin, head of production at the Paramount studio.

A former newspaperman, Manuel later was an independent producer before establishing his own agency.

14 Field Men Will Cover 'Lace' Openings

Universal Pictures has assigned 14 different field exploitation representatives to cover 52 of the key openings of "Midnight Lace," set to start this week and carry through into mid-November, it was announced by Philip Gerard, Eastern advertising and publicity director.

Assignments include Al Palledino to Albany, Boston and Providence; Ray McKay to Atlanta and Charlotte; Ben Katz to Chicago; Bill Blum to Cincinnati, Columbus, Dayton, Cleveland, Akron, Canton and Toledo; Julian Bowes to Dallas, Abilene, Amarillo, Austin, Beaumont, Corpus Christi, El Paso, Fort Worth, Galveston, Houston, Port Arthur and Waco, all in Texas; Jack Wodell to Denver.

Also, David Kane to Detroit, Ann Arbor, Battle Creek, Flint, Bay City, Muskegon, Pontiac, Grand Rapids, Jackson Kalamazoo, Lansing, Saginaw and Port Huron, all in Michigan; Sy Schecter to Kansas City, Arkansas City and Milwaukee; Maury Steinman to Minneapolis and St. Paul; Jim Gordon to New Orleans; Billie Sanders to Philadelphia; Amike Vogel to Portland, San Francisco, Seattle and Spokane; Bob Johnson to St. Louis; Phil Katz to Pittsburgh and David Polland to Washington, Baltimore, Newport News, Norfolk and Richmond.

Elsie Loeb, Cleveland Trade Reporter, Dies

Mrs. Elsie Loeb, Cleveland correspondent for Quigley Publications and other trade publications for many years, died suddenly while on a vacation trip to Europe, according to word received yesterday from the deceased's son, Dr. William J. Loeb of Cleveland.

Very Warmly Regarded

Mrs. Loeb was widely known and liked throughout exhibition and distribution circles in Cleveland. Shortly before she left on her vacation trip to Europe she was tendered a testimonial dinner by the Cleveland film trade for her services there over a 35-year period.

NAC Exhibit Head

CHICAGO, Oct. 24.—Ted Dariotis, Automatic Vending Corporation, Chicago, has been named NAC's exhibit chairman for the forthcoming National Concessions Trade Show at the Conrad Hilton, opening Nov. 6 and running through to the 9th. Dariotis will be on hand before the opening of the show to assist exhibitors in setting up their displays and will continue at the show daily to assure smooth running of the exhibit hall.

Atlanta Group

(*Continued from page* 1)

is expected to be filed very soon and IFIDA has said it will carrry it to the Supreme Court if necessary.

Exhibitors here say they would prefer not to be connected with the fight to wipe out the law. They said the fear publicity surrounding the attack could generate an anti-film-industry campaign, especially in view of the large number of "adult" films coming out of Hollywood recently. They feel that if the present censorship law is thrown out it will be replaced by a worse one that could stand up if brought before the Supreme Court.

Says Government Could Stop 'Runaway' Films

Commenting on the large number of pictures being made by Hollywood producers abroad, writer Joe Hyams observed in an article in the Sunday *New York Herald Tribune* that the situation could easily change. This could come about, he said, "if the U. S. government cuts the tax advantages given Americans abroad and realizes, as have the European governments, the tremendous propaganda value of films produced at home."

Hyams pointed out that the governments of Italy, England, France and Germany have all been willing to make concessions and offer inducements to domestic film makers as well as to outside producers. Their goal is "the hope of building up their home film industry."

Hyams concludes, "Perhaps the U. S. government, via concessions and aids, will help Hollywood regain its lost stature."

Levine Heads JDA Drive

Martin Levine, general manager of Brand Theatres, has been named chairman of the motion picture division of the Joint Defense Appeal, it was announced by Richard Maas, JDA's general campaign chairman. Levine and a committee of industry leaders will head the division's drive on behalf of JDA, the fund-raising agency for the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

AJC and ADL this year seek a national total of $6,100,000 for their support of their programs.

Samuel Levy Dead

MIAMI, Oct. 24.—Interment took place here yesterday for Samuel Levy, retired, who died Friday. He was the brother of Morton A. Levy, branch manager for 20th Century-Fox in Minneapolis, and of Arthur Levy, national sales representative for Jam Handy, with headquarters in Detroit.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

THOSE SENSATIONAL OPENINGS IN CINCINNATI, CLEVELAND AND DETROIT PROVE BEYOND A DOUBT THAT THE CUSTOM-CRAFTED 'IN-DEPTH' WARNER CAMPAIGN HAS SET A FABULOUS PATTERN FOR THE REST OF THE LAND. ALL OF IT...FROM THE GIANT STANDEE AND UNIQUE 'ADS ON TV' TO AN UNPRECEDENTED 'HUSH-HUSH' TAPE RECORDING — IS NOW AVAILABLE IN A SPECIALLY PREPARED KIT.

MAKE SURE YOU UTILIZE IT TO THE FULLEST!



Her name is Bobbie Williams. She's just come home from a nightmare. Her kind of life — this kind of shame — are now shown on the screen for the first time—realistically, honestly, excitingly—taken intact from this unique and factual best-seller.

THE CALL GIRL BY DR. HAROLD GREENWALD

ADULTS ONLY No children under 16 admitted unless accompanied by an adult.

STARRING ANNE FRANCIS · LLOYD NOLAN · KAY MEDFORD and JOHN KERR

Screenplay by TED BERKMAN · RAPHAEL BLAU · Produced by MAX J. ROSENBERG · Directed by JOSEPH CATES · A VANGUARD PRODUCTION · PRESENTED BY WARNER BROS.

Rogers, Miss O'Hara Allied Meet Speakers

From THE DAILY Bureau

HOLLYWOOD, Oct. 24. — Budd Rogers, president of Pathe-Alpha Distributing Co., and film star Maureen O'Hara have accepted invitations to address the 1960 national convention of Allied States Association, Nov. 6-9 at the Conrad Hilton Hotel, Chicago.

Festival Films

(*Continued from page* 1)

revealed that the Russian and Italian entries at the Metro Theatre also drew capacity audiences on the following day early repeat performances. The theatre seats 1,018.

Denmark's "A Stranger Knocks" had only 200 empty seats and Hong Kong's "The Enchanting Shadow" lacked less than 50 vacant chairs.

France's "The Love Game" and Italy's "Night Over Rome" easily sold out. Despite the disappointment of the last minute withdrawal of "The Sweet Life," with which Italy won the Cannes Festival earlier this year, Roberto Rosselini's "Night Over Rome" handily compensated for the cancellations of reservations for the originally scheduled "Sweet Life."

Soviet Entry Strong

Most impressive from a box office point of view was "Ballad of a Soldier," the Soviet entry, which ran second to "Sweet Life" in the Cannes competition. More than 500 failed to gain admission at the premiere Saturday night and almost the same number could not get in for Sunday's repeat.

Phonevision Wants Only New Product

(*Continued from page* 1)

to present attractions that would not yield a sufficient return to advertiser-sponsored tv. O'Neil specifically denied, however, that he would cater to a "minor audience."

O'Neil, who was the first witness for Phonevision, said his company wanted to show films that were current "box office attractions" and would not be available on free tv in the area. He said he had had experience in motion picture distribution and that every exhibitor had to determine two things: whether a certain picture would bring an equitable return and whether it was more desirable than other booking posibilities.

O'Neil said further that it was his company's intention to make Phonevision available to other stations in the Hartford area should they be interested. He stressed that Phonevision "would be available on fair terms."

Responding to questioning by Louis C. Stephens, counsel for the FCC's Broadcast Bureau, O'Neil disclosed his understanding that RKO General would start pay-tv operations only after a favorable FCC decision was no longer reviewable. Since there is provision for court review of FCC decisions, this could prolong the uncertainty of pay-tv for as much as two years.

The Bureau's first exhibit for the record was an analysis of conditions set out in the third report of subscription tv. Marcus Cohn, representing the interests of the Connecticut theatres that have been declared parties of interest to the proceeding, permitted the exhibit on the grounds of convenience but said that he might later object to parts of its contents. The Bureau's exhibit 2 and 3 were copies of FCC's first report and third report in its right to authorize test subscriptions of over-the-air pay-tv.

Stipulations Outlined

Stephens also put into the record as the Bureau's fourth exhibit stipulations agreed to by all parties. It was stipulated that Hartford receives grade A tv service from at least four stations; that Hartford Phonevision Co. is the licensee of WHCT-TV; that the technical equipment meets the Commission's standards; that no television licensee or construction permit holder has been authorized by FCC to conduct a test using Phonevision equipment; that no other pay-tv application is pending; that the contracts and agreements set forth by Hartford Phonevision are authentic; that the service contours submitted are accurate as are the relevant facts and figures; and that certain information from trade sources on media, rates, and programming may be used.

Not Limited to 50,000

O'Neil also disclosed that present plans do not set a maximum of 50,000 installed pay-tv decoders in the area. If demand exists, he said, more would be installed. He stated, however, that RKO and Zenith are prepared to limit the number of installations to 50,000 if FCC so requests. He added —without being able to present specific evidence—that decoders can be installed at the rate of 1,000 a week.

O'Neil also said that color decoders would not be installed, but that pay colorcasts would be received in compatible black and white.

Plans for installation fees seem flexible. Hartford's application says the contemplated installation fee for decoders would be between $7.50 and $10. O'Neil said the company had not yet made a decision on collecting any fees during the six-month promotional period contemplated before operations begin. He asserted that plans are to charge actual out-of-pocket costs for installation.

If this exceeds $10, the coverage may be passed on to the consumer or it may be absorbed by the firm. He volunteered to submit installation costs for FCC approval if they exceed $10. O'Neil also said there might be a maintenance charge of up to 75 cents weekly.

Program Charge Varies Widely

Programming charges, according to O'Neil, will range from 25 cents to $3.50, with the upper limit reserved for such things as championship fights. Feature film charges would be made at "various rates"—between 75 cents and $1.50.

The question of programming was touched only in general terms. The Broadcast Bureau counsel at one point stated that he had deliberately refrained from asking O'Neil about specific programs or specific program sources. Cohn, the counsel for exhibitors, has not yet had an opportunity to cross-examine O'Neil.

Teco Role Described

RKO will have the last word in pay-tv programming, O'Neil said. But Teco, Inc. Zenith's Phonevision system licensee—will also have a part in obtaining programs. Both RKO and Teco have already discussed film availability with "major Hollywood producers." Discussions have been both joint and separate, and the two firms, O'Neil says, have not shared their information fully. O'Neil pointed out that Teco will have a broad role, analogous, to that of a program syndicator, in the supply of fare to pay-tv.



Ullman Rites

(*Continued from page* 1)

an managers attended the services here at Park West Memorial Chapel, along with other industry representatives.

Ullman, who started in an office capacity with the late Jacob Fabian during the time Fabian held the old First National franchise for metropolitan New York, had been associated with the Fabian organization 34 years.

Chief barker of Albany Variety Club in 1949, Ullman was honored at a dinner in the Dewitt Clinton Hotel—after serving his term—which attracted one of the largest groups of top echelon from New York in Tent Nine's history.

Survivors include his wife, two sons —Irwin, general manager of Hellman drive-ins at Philadelphia, and former Albany area drive-in supervisor for Fabian, and H. Simon, who had worked in Fabian Schenectady theatres during school days.

Ontario Group

(*Continued from page* 1)

Canada's third largest circuit, a founder of the MPTAO and a motion picture distributor as well as being interested in film production, said business was bad and that it would be worse before it gets better.

Among the items he suggested to meet the needs of the industry were smaller theatres showing off-beat pictures, wider seats, and refusal to allow patrons in after the start of a picture, also better public relations.

He suggested that large theatres might be divided into two sections. A 750-seat house might have a smaller theatre offering 16mm off-beat pictures.

Taylor said there is plenty of product today, but not enough attractions, and that he does not expect an increase in the number of attractions in the future.

David Axler was reelected president of the MPTAO for a second term.

Tease 'em with NATIONAL SCREEN'S FREE for the asking TEASER TRAILER

on M.G.M's BUTTERFIELD 8





then SELL *'em with regular scene trailers on* "BUTTERFIELD 8" *packed with* SOCK...SELL *and*

National Screen SHOWMANSHIP!

Pickus Warns

(*Continued from page* 1)

of 'success'," Pickus said. "To some, success apparently is gauged solely by the gross of any given picture, and if big box office is obtained through a tasteless or an overly-sensational picture, then it means success to some film makers. I believe such thinking is wrong, and dangerous."

Fears Repetition

The TOA president recalled that "a good many pictures recently have performed well, or even sensationally at our boxoffices, yet if they were repeated or imitated in future productions," could be damaging to the industry.

"Theatre owner after theatre owner has told me of adverse public reaction to these successes—bad comment, shocked or distasteful reaction by patrons as they leave the theatres, which can only mean loss of future patronage.

Sees Craftsmanship Wasted

"Some of our talented and gifted craftsmen, who are capable of producing fine motion pictures could have made just as effective pictures, and just as successful picture, if they had toned down some of the dialogue, and some of the scenes, without detracting an iota from the story. Had they done so the pictures would not have created the adverse reaction they did," Pickus said.

"Censorship is abhorrent to every intelligent person in our industry. I am not proposing censorship; nor am I suggesting, for a moment, that producers and the other creative men and women in our business be restrained from producing provocative pictures. I am urging instead that they re-examine their valuation of what makes a successful picture, and guide their future efforts accordingly," Pickus said.

Says 'B-O' Is Not All

"I would not term 'any picture' a successful picture, despite its substantial box office returns, if its basic theme is not in good taste. I do not believe a picture can ever be termed successful, no matter what it may gross, if its advertising theme and its approach is unwholesome. No appeal to 'sinners' or 'only for people over 16' can ever spell good public relations for our industry.

"We, as exhibitors, are not pointing to any individual producer nor to any single film company. We feel that if we are to build a sound future, much, much more is at stake than the single yardstick of boxoffice performance. We urge our motion picture creators to think in terms of making pictures that will basically entertain, that will satisfy large segments of our audiences, that will make people want to come back to our theatres. When people leave a theatre with a bad taste in their mouths, we are not going to find it easy to get them back.

"The picture shortage is part of the reason why this problem is acute; there just isn't enough film to enable us to pass up such a picture when it is offered. Perhaps, if things continue as they have during the last few months, we may be in a position in the near future, to make some substitutions," he said.



Separate Legion Rating For 'Night'; 'Sunday' C

"Girl of the Night," Warner Brothers release, has been placed in a separate classification, the National Legion of Decency announced. The classification is given to those films, which "while not morally offensive in themselves, require some analysis and explanation as a protection to the uninformed against wrong interpretations and false conclusions.

On "Girl," the Legion observed: "Presented in the form of a quasi-documentary, this film, because of its subject matter (the analytical study of the rehabilitatiton of a prostitute), is questionable entertainment for the motion picture medium. For this reason it is intended for a specialized and mature audience and its exhibition should therefore be restricted."

At the same time the Legion placed the Greek film, "Never on Sunday," released by Lopert, in its Class C, condemned. Objection: "Both the pernicious theme and highly indecent treatment of this film are morally unacceptable. In a mass medium of entertainment it offers serious offense to public and private morality."

Lazarus Advises

(*Continued from page* 1)

censorship have all been aimed at the producer and distributor of the film.

Because production of motion pictures is no longer limited to Hollywood, films being made in other countries of the world often reflect the mores of the country in which they are produced, he said. The Columbia official expressed the opinion that what might be considered acceptable to audiences elsewhere might not be acceptable in the United States and it was up to the exhibitor to use his discretion.

Lazarus lashed out at the "quick buck" exhibitors who indiscriminately show any motion picture that will make money no matter what the source or the subject matter. He called for a program of intelligent restraint and self-imposed censorship.

Treats Trailer Situation

Among changes in the production-distribution pattern outlined by Lazarus, factors that brought about the formation of Columbia's new trailer division were discussed. He disclosed that over 7,000 annual contracts for Columbia trailers had already been signed.

Rosen Urges

(*Continued from page* 1)

committee, conciliation, "denunciation, collective barrage, and individual sniping."

"And despite all this concentration upon obtaining relief from distribution, the over-all conditions remain about the same—and there is no relief in sight," he declared.

He then asked, "If distribution doesn't plan to keep us in business, who will? Where does that leave us? Where do we find salvation?"

Emphasizes 'Self-Help'

The answer: "I believe we can find security, stability and a good solid business by our own efforts. What I am saying is that self-help is the remedy we should take—the untried remedy for our major ills."

Rosen then recalled the formation of ACE, the beginning of "self-help on a national scale." He said the film production plans of ACE had "stirred a production ferment in Hollywood" and called the formation of Alpha Productions a "direct result of the ACE campaign for more production."

Industry support of these programs, he said, is evidence of faith—outside of the theatre segment—in the ability of exhibitors to do a successful production job, faith in the future of theatres and in public loyalty to the theatre motion picture.

Points to Many Benefits

More pictures on the market will benefit exhibitors in a large number of ways, he predicted. For one thing exhibitors will have a greater choice of features and "won't have to pay any exorbitant price the distributor asks in order to guarantee themselves a picture on their theatre screen."

Secondly, film rentals can be negotiated on a competitive basis. Thirdly, long runs will not have to be forced for unprofitable pictures. Fourthly, the total number of prints ready for booking will increase and the print shortage will disappear.

Finally, "as the sellers' market vanishes, the necessity to accept excessive multi-run set-ups in a local saturation booking will end, and exhibitors can offer the public a more varied menu of picture entertainment; thereby getting more people to return to the theatre."

Stresses Merchandising

Rosen then cautioned his listeners that more pictures on the market is not enough. He called for stronger merchandising efforts by exhibitors at the point-of-sale.

While exhibitors are learning through ACE to work together on a national scale, he asserted local exhibitor cooperation—with some conspicuous exceptions—"is a shambles."

He cited the "fierce struggle" between exhibitors for product and runs and said legal battles among them had benefited only distributors and attorneys. The latter, he said, "have carved fortunes out of the reckless competition among exhibitors."

In summary of his program for exhibitor self-help Rose listed a "Ten Commandments of Exhibition" fo which he urged support.

Mrs. Margaret M. Twyman, Motio Picture Ass'n. director of communit relations, was also a speaker at th convention today. She told the ex hibitors they could profit greatly b cooperating with community group and urged they make greater use o their wives in building communit relations.

Shirley MacLaine Sign 4-Film Mirisch Deal

Shirley MacLaine has been sign by the Mirisch Company to star four major films—"Two for the Se saw," "The Children's Hour," Rom Candle" and "Irma La Douce." T was reported to be the biggest sin deal ever to be made with a fem nine motion picture star in Hollywo by Harold J. Mirisch, president of t independent organization, which w produce the films for United Arti release.

It is estimated that the total c of the four films will exceed $12,00 000. All will be made within a tw year period.

S.C. Drive-ins

(*Continued from page* 1)

community and the motion pictu industry has brought criticism upo those responsible and upon othe not connected with such showin and whereas such a situation is u warranted, unnecessary, and undesi able;

"And whereas such pictures a widely disapproved within the indu try, deplored, and hereby condemne by the association;

"Now, therefore, the Columb Area Drive-In Theatres Associatio composed of operators and manage of drive-in theatres of this area wh have voluntarily associated thems ves in this organization to ameliora the situation in regard to such sho ings and to discourage them and improve public services in other way goes on record as strongly favorin

"1. The discontinuance of th theatrical showing of burlesque, stri tease, sex hygiene shows as well a those unduly exposing the huma form and such as those featurin childbirth, pictures of a sensationa type that over-emphasize the matin urge, pictures reflecting vulgarity a in nudist camps for adults of bot sexes, and pictures which are ob scene, lewd, and offensive to o high local standards, and

"2. That the association membe hereby urge the elimination of a sensational advertising with sexy i lustrations and copy which would b considered offensive by the gener public and which, in many case imply situations which do not exi in the film, and

"3. That the association constantl strive for constructive improvemen in elevating standards of good tast and increased and improved servic to the public in supplying wholesom entertainment for the needs of th people with emphasis on wholesom family entertainment in drive-in thea tres."

New York First

73 Nations Represented at World Premiere

tars fly in from Hollywood for Moral Re-Armament Film

UNIQUE Broadway World Premiere launched the Moral Re-Armament film 'The Crowning Experience" at the Warner Theatre, Friday. In the audience were a party of stars including Lloyd olan, Spring Byington, Lauritz Melchior and Beulah Bondi who flew om Hollywood for the occasion. United Nations delegates from 73 untries, City officials including 12 Commissioners, Abe Stark, esident of the City Council and District Attorney Frank Hogan also tended. Following the picture, which stars Muriel Smith, the orig-al "Carmen Jones," guests were entertained at a reception backstage. peaking there Nigerian Cabinet Minister, Alhaji Maitma Sule, voiced e convictions of many U.N. delegates: "Let this film go to the world an excellent ambassador of America."

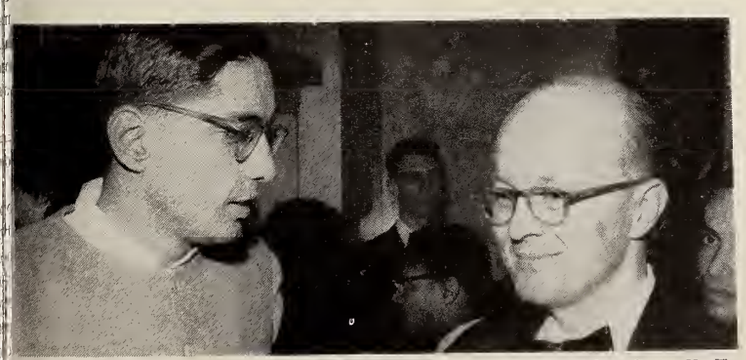
Cables from around the world hailed the Premiere. Former Prime inister Kishi of Japan and members of the present cabinet wired The power displayed in 'The Crowning Experience' is the most gent need of Japan today." Congolese leaders including the owner Congo's biggest theatre chain cabled, " 'The Crowning Experience' ould be shown and reshown throughout Africa. Films like this are hat we need from Hollywood."



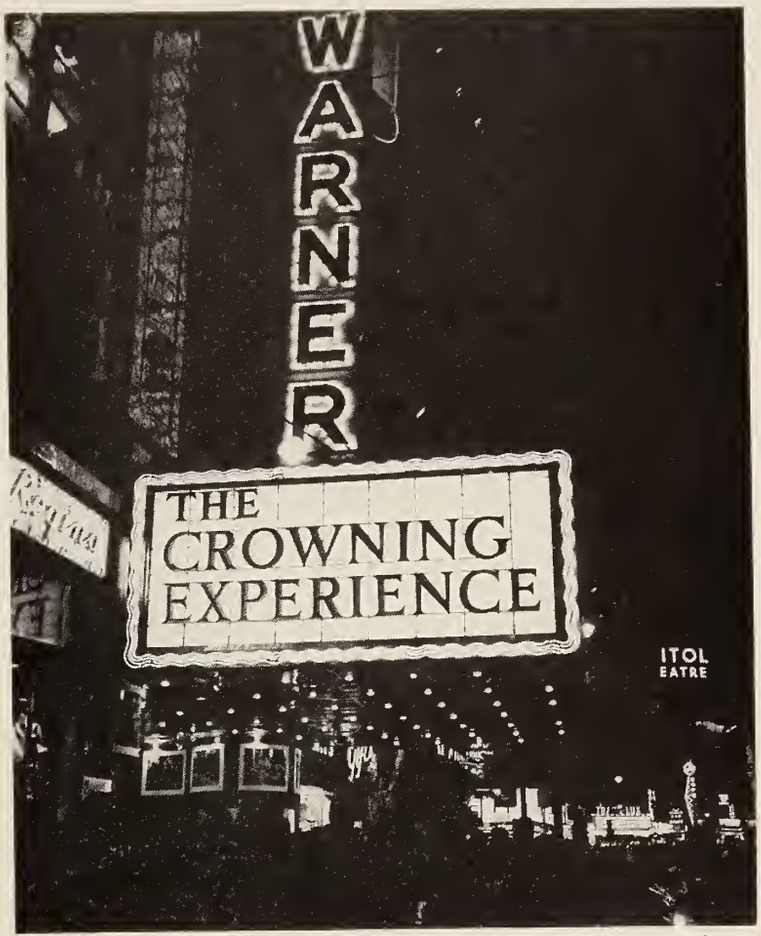
ugene Picker, President of Loew's Inc. (right) and Mrs. Picker are photo-raphed talking with a friend.



olice Commissioner Stephen Kennedy arrives with John Byrne. (left) from e Mayor's office. Guests were greeted in lobby by MRA international chorus.



lajmohan Gandhi, grandson of the Mahatma, with Dr. Douglas Cornell, Ex-cutive Officer, National Academy of Sciences, Washington.



Crowds jammed the sidewalks to glimpse the most representative audience Broadway has seen at a World Premiere.



McCreas and MacRaes: Frances Dee (Mrs. Joel McCrea), Jody McCrea (behind her), with Sheila and Gordon MacRae.



Vincent Price greets Bettina Assale, daughter of the Prime Minister of Cameroun, in the lobby.

(Advt.)

OCTOBER—1960

JOURNEY TO THE LOST CITY

IN COLORSCOPE

starring
Debra Paget • Paul Christian
and a cast of thousands

NOVEMBER—1960

GOLIATH AND THE DRAGON

IN COLORSCOPE

starring
Mark Forest • Broderick Crawford
Eleonora Ruffo

JANUARY—1961

Cinemagic Inc. presents

REPTILICUS

IN COLOR

with
Ann Smyrner • Carl Ottosen

FEBRUARY—1961

KONGA

IN COLOR
AND SpectaMation

starring
Michael Gough • Margo Johns
Jess Conrad

COMING—1961

JULES VERNE'S

MASTER OF THE WORLD

IN COLOR AND DYNAMAGIC

starring
Vincent Price • Charles Bronson
Henry Hull • Mary Webster
David Frankham

COMING—1961

EDGAR ALLAN POE'S

THE PIT AND THE PENDULUM

To be filmed in
CinemaScope and Color

American International

COMING—1961

ALI BABA and the SEVEN WONDERS of the WORLD

To be filmed in Technirama 70
and Technicolor



PRESENTING THE SEVEN WONDERS OF AMERICAN-INTERNATIONAL ...WHO SAID THERE WAS A SHORTAGE OF *GOOD* PRODUCT?

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 81 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 26, 1960 TEN CENTS

Partial Exhibitor Victory

FCC to O'Neil: Give Hartford Program Data

Film Contacts Ruled Vital; John Cites Para. Decree

By E. H. KAHN

WASHINGTON, Oct. 25.—Marcus John, spokesman for exhibitor interests in the Hartford Phonevision hearings, today won a partial victory in his attempt to go into proposed programming that Hartford Phonevision Co., headed by Thomas F. O'Neil, proposes to present over WHCT. Commissioner Frederick W. Ford ruled that the company president must answer the question whether his contacts with motion picture pro-

(*Continued on page 4*)

Protest PCA Denial To Canadian Picture

Refusal of the Production Code Administration to grant a seal to "The Bloody Brood," a Canadian film, has been protested to the Motion Picture Association as "discrimination against films not made in the United States."

N. A. Taylor, head of Beaver Productions of Toronto, said here yesterday his company is planning a protest also to the Canadian government authorities concerning reciprocity between the two countries. Allied Artists had agreed to distribute the film,

(*Continued on page 6*)

Newsreels Make Public 'Election Conscious'

By WILLIAM WERNETH

Special pre-election newsreels designed to give Americans detailed portraits of the two presidential candidates and thereby making them "election conscious" are currently being distributed by the industry's three newsreel-producing companies.

Twentieth Century - Fox's Movie-

(*Continued on page 5*)

TELEVISION TODAY—page 4

Compo Re-elects; Reports Activities

All officers of the Council of Motion Picture Organizations were re-elected at the annual meeting held at the Hotel Astor here yesterday.

The meeting approved a new three-year contract for Charles E. McCarthy, to replace one which will expire next April, and elected him to the new office of executive vice-president.

Other officers are: Ben Marcus, A. Montague and Sam Pinanski, governing committee members; Herman Robbins, treasurer, and Sidney Schreiber, secretary.

Operation of the current Compo-

(*Continued on page 5*)

Valiant Drops Franchise Holders; Sets 5 Films

A major change in distribution policy, eliminating franchise holders, and the release of five new pictures between now and the end of the year were announced yesterday by Valiant Films Corp. following the distribut-

(*Continued on page 2*)

Russian 'Ballad' Film Obtained by Kingsley

By SIDNEY RECHETNIK

The first Russian film to be distributed by an independent company under the Soviet-American cultural exchange program will be "Ballad of a Soldier," which will be presented in the U. S. by Kingsley International

(*Continued on page 5*)

Will Consult All Industry Groups

Compo Will Attack Industry's Problems

Would Be on Worldwide Basis, Include Areas in Which Government Might Help

What is expected to develop into one of the most important movements yet undertaken for the motion picture industry's improvement, was launched yesterday when the governing committee of the Council of Motion Picture Organizations was authorized to draw up an overall plan for an attack on the industry's problems on a world-wide front.



Sam Pinanski

The movement was started at Compo's annual meeting at the Hotel Astor, following a plea by Sam Pinanski, a member of the governing committee, for a concerted industry effort to remove some of the major handicaps blocking industry progress. Citing decline of American film

(*Continued on page 5*)

N. J. Allied Complains To D. of J. on Practices

Allied Theatre Owners of New Jersey has forwarded to the Department of Justice in Washington a letter listing 12 trade practice grievances together with an inquiry as to which of them may be in violation of the Federal consent decrees in the Paramount case, and inquiring further

(*Continued on page 6*)

'Alamo' to Premiere at Rivoli Here Tonight

Leaders of the social, business and entertainment worlds will turn out tonight to attend the New York premiere of John Wayne's "The Alamo," at the Rivoli Theatre on Broadway for the benefit of MEDICO (Medical International Cooperation Organization).

The distinguished audience will in-

(*Continued on page 6*)

REVIEW:

Butterfield 8

Afton-Linebrook—MGM—CinemaScope

A LOT OF zip and zest has been injected into "Butterfield 8" to rejuvenate the old tale about the "call girl" who yearns for a good man to come along and take her away from her life of sin. Credit for the electricity generated goes to two factors: the sizzling acting of Elizabeth Taylor as the wicked heroine and the blistering dialogue with the mark of John O'Hara.

Miss Taylor, who is one of the hottest box office properties around today, gets better in the histrionic department as she goes along. In one

(*Continued on page 6*)

Compo to Sponsor Johnston Testimonial

The Council of Motion Picture Organizations at its annual meeting here yesterday voted to sponsor a testimonial dinner to Eric Johnston to mark his 15th anniversary as president of the Motion Picture Ass'n. of America.



Eric Johnston

No date for the dinner has been set yet, nor have other arrangements been completed. Johnston joined the MPAA in September of 1945.

PERSONAL MENTION

JEFF LIVINGSTON, Universal's executive coordinator of sales and advertising, and HOWARD NEWMAN, national director of field activity for "Spartacus," will be in Boston from New York tomorrow for the premiere of the film.

•

TOBY SOLOMON, daughter of ROBERT SOLOMON, manager of Loew's Paradise Theatre in the Bronx, will be married at the Park Terrace on Nov. 6 to STAN COHEN, advertising executive.

•

BERT ORDE, of *Redbook Magazine*, will leave New York tomorrow for a week in Los Angeles.

•

PAUL KAMEY, Universal Pictures Eastern publicity manager, returned to New York yesterday from a two-week business trip to Europe.

•

TOM MCCLEASTER, 20th Century-Fox branch manager in Dallas, has left there for Jacksonville and Atlanta.

•

DORIS V. LAVELLE, a member of the 20th Century-Fox radio-tv department, will be married around New Year's Day to JACK LOTZ, general sales manager of J. H. Cohen Manufacturing Co.

SW Dividend 30¢

The board of directors of Stanley Warner Corp. has declared a dividend of 30 cents per share on the common stock payable Nov. 25 to stockholders of record Nov. 9.

2160 'Hot' Dates

Joseph E. Levine's "Where the Hot Wind Blows" has been booked into 2,160 theatres across the United States and Canada during the month of November. More than 600 prints will be working continuously.

gems of showmanship!...
SPECIAL TRAILERS
by national screen service

Perlberg for Hollywood Production, Not Europe

By SAMUEL D. BERNS

HOLLYWOOD, Oct. 25. – "It's a pleasure to make pictures in Hollywood," William Perlberg stated on his return here from a six-month trip to Germany and Scandinavian countries, where he produced "The Counterfeit Traitor," Perlberg-Seaton production for Paramount.

"Much progress has been made in development of motion picture industry in those countries, especially at studios in Hamburg, where two more stages are being added to its seven which are in constant use; but we still have the best equipment and technical help in Hollywood," the producer said.

"Casting in Hollywood is much simpler and centralized. We had to gather talent from various countries, give them first-class housing, $15 daily food allowance (which is above average), and our $2,900,000 budget rose to $3,400,000 due to bad weather conditions and added daily costs.

Perlberg also remarked that "we are in a global market" and predicted ultimate dangers to our position in obtaining licenses in certain countries if we do not cooperate more in sending our top product to foreign film festivals.

See No Policy Change Toward Cuban Market

Even though no remittances have been received from Cuba since May or June for the showing of American films there, the Motion Picture Association foresees no immediate change in policy on the part of U. S. distributors.

Disclosing that companies here are looking into the matter, an MPA spokesman said yesterday that the Cuban government has yet to ban American pictures. He suggested the U. S. companies would rather keep Cuban screens filled with American product with the hope of regaining funds due them rather than see the market go to other distribution sources.

Feature films remain unaffected by the current embargo on supplies shipped to Cuba. Recalling that U. S. distributors have experienced past cases of frozen money abroad, not only with Iron Curtain countries, but also with certain South American nations disturbed by revolutions, the spokesman noted these past cases work out satisfactorily.

'Girl' Here Nov. 11

"Girl of the Night," a Warner Brothers release, will open at the Criterion Theatre here on Friday, Nov. 11.

MGM to Celebrate 'Ben-Hur' Anniversary

The first anniversary celebration of "Ben-Hur" will take place in November, with promotional activities and appropriate festivities scheduled for the first three key cities where the Academy Award-winner has racked up a year of outstanding grosses. Celebrations will follow in other cities as their anniversary dates are reached.

Special advertising has been designed for the event. Cities where this concentration of activity will start include New York, Los Angeles and Philadelphia.

Agle Elected Head Of Carolinas Exhibitors

Special to THE DAILY

RALEIGH, N. C., Oct. 25.—Robert E. Agle, general manager of the Statesville Theatre Corp., Statesville, N. C., was elected president of Theatre Owners of North and South Carolina at its convention here yesterday. Named as vice-presidents were George Meyer, Charleston, S. C., and W. H. Hendrix, Jr., Reidsville, N. C. Elevated to chairman of the board was Frank H. Beddingfield.

New directors are Kenneth Benfield, Colonial Theatres, Valdese; Harry Pickett, Craver Theatre, Charlotte, and Leland Young, Broadway Theatre, Clinton, S. C.

The convention passed resolutions urging that the American Congress of Exhibitors production and financing plan be expedited as soon as possible and congratulating Pathe-Alpha for its initiative in alleviating the shortage of product.

People Will Pay to See Film They Like: Schine

Special to THE DAILY

CHICOPEE, Mass., Oct. 25.—"People have the money to buy any picture they wish to see."

So commented J. Myer Schine, founder and board chairman of Schine Enterprises, Inc., as he related—at the opening of the Schine Motor Inn here, his observations on the lineup at the New York City Plaza Theatre, Sunday afternoon, for "Never on Sunday."

The veteran circuit operator told how he was walking on Madison Avenue, east of 58th Street, when he noted a large number of people waiting to enter the Plaza. Inquiring, he learned it was a foreign film.

Asked whether "the location might have played a part in the length of the line, Schine replied, "No. People wanted to see the picture. People have the money to pay for any picture they want to view."

Valiant Drops

(*Continued from page* 1)

ing company's first national sales meeting.

Valiant has established its own branch offices in ten key cities, which will be augmented by three more sales offices Oct. 31, replacing state's-right franchises. Disclosure was made in a joint statement by Fred Schwartz, president, and Sig Shore, president of Vitalite Film Corp., owner of the domestic rights to the pictures. Under the arrangement, Shore heads the distributing company's sales and presentation of the product to be backed by heavy advertising schedules and exploitation.

Branches already opened by Valiant, are situated in Boston, Cincinnati, Chicago, Dallas, Denver, Los Angeles, New Orleans, New York, San Francisco and Washington, D. C. Three additional sales offices starting operations next Monday, will be located in Atlanta, Charlotte and Cleveland. Only two franchise holders remain in the Milwaukee and Buffalo-Albany territories, and these are slated to be replaced in the near future with company branches.

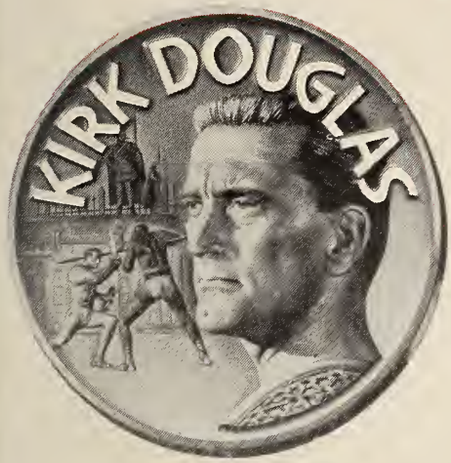
Christmas release will be Lion International's "The Angry Silence," British film opening Dec. 12 at the Sutton Theatre here. The picture is being booked for Yuletide showing in Los Angeles to qualify for awards consideration by the Academy of Motion Pictures Arts and Sciences.

Other new releases are "The Young One," "The Challenge," and "Mania." Rounding out the quintet is "The Executioners," factual feature-length film produced from actual footage captured from the Nazis, a prize-winner at the 1959 Berlin Film Festival.

More light + slower burn= lower costs
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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kabn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St, Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher. Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

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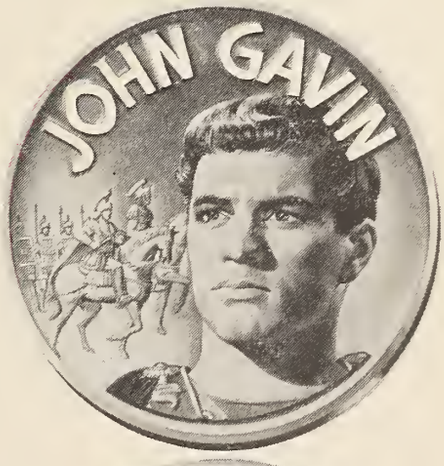












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FCC Calls for Phonevision Program Data

Film Contacts Are Identified By Attorney

(*Continued from page* 1)

ducers had been fruitful and he must give the names of the contacts.

In handing down the ruling, Ford noted that he wanted Cohn to go into the matter only to a degree since any greatly detailed examination could get nowhere; the company has already stated flatly that it has no firm commitments. This ruling came after a long hassle among the various counsel with Louis Stephens of the Broadcast Bureau suggesting that further questioning over availability of programs be stopped in order to save two or three days.

Cohn's point was that the Commission needed to know about the kind of programming and its costs in order to protect "the public interest." He declared that for the first time since 1952 he hoped that FCC would become specific in order to "determine whether the public will be gouged." Cohn cited former FCC rulings in the matter of programming. He insisted that the third report required "detailed information concerning commitments obtained and negotiations underway.

Covers More Than Two Years

Phonevision counsel, Theodore Pierson, submitted for the record a list of contacts with suppliers made by Phonevision participants. It covered the period from June, 1958, to October, 1960. The film contacts included M-G-M, Columbia, Warner Brothers, Paramount, United Artists and 20th Century-Fox.

Commissioner Ford directed O'Neil to identify the representatives of each and to indicate success or failure.

Earlier in the hearing session, Cohn had suggested to the commission that the grant of the three-year permit to Phonevision might be in violation of the anti-trust decrees in the Paramount case. RKO General is Hartford Phonevision's sole stockholder.

Cohn also charged the pay-tv applicant with "telling the commission one thing and then turning around and telling the Hartford public something else."

Cohn asserted that FCC must face the issue of whether RKO General—in the light of possible violation of the Paramount decree—is qualified to run a pay-tv operation.

Broadcast Bureau counsel Stephens pointed out that RKO qualified itself as a station-owner when it applied for permission to own WHCT. At that time, he noted, the company said a pay-tv application would follow approval. Stephens asserted that the question of qualification of license applicants was not anticipated in FCC's condition-setting third report since it would not arise except under "extraordinary" conditions. He suggested that Cohn "make even clearer" his basis for seeking to present evidence in regard to possible violation of the anti-trust laws.

Says Prior Notice Should Be Given

Hartford's counsel, Pierson, asserted that the Paramount decree "has no application to tv in Hartford or any place else." He added that if the question of qualification was going to be raised, Cohn should have given prior notice of his intent.

In the course of cross-examination by Cohn, RKO-General's president, Thomas F. O'Neil, said that the firm had "free" television and radio stations and that it still owns rights to a considerable number of motion pictures. When General Tire acquired RKO Pictures in 1955, it got about 1,000 films. It has assigned television license rights on all but 50 to 75, and has agreements with distributors to market them in areas in which RKO-General has no television outlet.

Pierson asserted that RKO does not have an exclusivity on these films in the Hartford area. O'Neil noted that fewer than 50 films would be available for the Hartford market, and that RKO has not distributed any foreign films or dubbed any since 1955.

Application Quoted

Turning to the question of responsibility for programming over WHCT, Cohn drew from O'Neil a statement that Hartford Phonevision would be responsible for the construction and operation of the proposed pay-tv system. Cohn then pointed out that Hartford's application filed with FCC stated that RKO-General would do this. O'Neil then asserted that both Hartford and RKO "in concert" would be responsible for the selection of programs.

Cohn also elicited from O'Neil a statement that no members of the board of Hartford Phonevision live in the Hartford area "at present," though he said that company is only six months old and "it's possible" that some board members will live in Hartford when the pay-tv system is in operation.

Under Cohn's questioning, O'Neil admitted that the number of pay-tv programming hours to be offered over WHCT-TV had been "finalized" only in the last 10 days, but he stated that this was about the same number as was in mind when the FCC application was filed.

Cohn then introduced into evidence an advertisement published in Hartford and signed by RKO-General, Zenith, and WHCT. In this full-page ad, it was stated that pay programs "will occupy only a few hours of the broadcast day." Cohn noted that 40 pay hours are contemplated within the proposed 70 weekly hours of WHCT operation.

Pierson Objects to Insertion

Hartford's counsel, Pierson, objected to the insertion of the advertisement into evidence, but agreed to admit it if he could later show that the public opinion situation in Hartford—"chiefly engineered by the clients of Mr. Cohn"—required that a public relations campaign take on aspects different from applications.

Cohn also drew from O'Neil the statement that he was unable to say whether $10 was "a few dollars" or not. Cohn pointed out that the same advertisement said that "a few dollars will be the maximum for installing the equipment" needed to decode pay programs.

Filings with FCC indicate it may go up to $10, and yesterday O'Neil indicated the possibility that it might be higher, even if the company were to do no more than pass on its costs.

During this, the second day of the hearings, the Broadcast Bureau indicated its intention of calling Leland Hayward of Teco, Inc. (Zenith's system licensee) to explain his part in programming. O'Neil, under cross-examination by Stephens of the Broadcast Bureau, denied any knowledge of what Hayward's role would be except to "assist" in procuring programs. It has been suggested that Hayward might be interested in producing films for pay-tv as well as procuring product.

O'Neil Denied Knowledge

O'Neil said that he did not know that Teco was planning to hire Hayward until after the initial contact had been made. He said he was not consulted about the hiring and in fact had never met Hayward until yesterday.

O'Neil told the commissioners that his station would plan to run-for-pay—about three feature films a week in the evening hours—each of them twice a night. If a short subject were tied in to make the run about two hours in length that might be includ-

Para. Decree Not Applicable Says Pierson

ed but under no circumstances would there be a break for commercials. It has not been decided whether a viewer could watch the feature twice by paying only once.

Stephens tried to determine from O'Neil whether it was distance in terms of miles or the strength of the signal that should determine the service area. O'Neil said that it would be mostly whether the signal was strong enough, as decided by technical employees, not the householder. He said the company might be willing to go 50 miles away if the signal was good, but would refuse to go 25 miles away if the signal was poor. The point of the questioning was to determine whether outlying areas with free tv and theatres would be affected.

The Broadcast Bureau pressed hard to discover what areas of information RKO General would try to keep from disclosing to the public. Under the terms of the third report, Hartford Phonevision must make full disclosure of its financial position to the FCC.

Wants Some Details Withheld

O'Neil declared that FCC would get all information, but that he planned to ask the Commission to keep some of the information confidential. O'Neil had no objection to letting the public know all about revenue—the number of subscribers and the fees that they paid. However he wanted kept confidential for at least three years and possibly longer any information about how much money the company was losing.

He also insisted that all facts of the cost of programming and operation be kept from the public. He explained that this was so because of the competition from closed circuits over which FCC does not have jurisdiction.

Hartford Phonevision on its application to FCC failed to mention the names of any films that might be presented on pay-tv, but, Cohn noted, in the Zenith brochure intended for subscribers, the films "Ben-Hur," "Can-Can" and "From the Terrace" were specifically mentioned.

Tomorrow, Cohn is expected to press for details on who will supply the film fare for the pay-tv trials.

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IA Seeks Calif. TV tation; Four More

A report that United Artists is negoating for the purchase of the San Diego NBC affiliate, KFSD-TV, was onfirmed here yesterday by Herbert . Golden, president of United Arts Television.

Golden said the sales price is exected to be close to $7,000,000 and ne purchase of the am-fm-tv station as the first of a series of five planned equisitions.

Compo's Plan

(*Continued from page* 1)

markets abroad as a result of the influx of foreign pictures made by merican talent, Pinanski urged a massive effort by the combined forces f the industry to obtain a more sympathetic and helpful attitude toward ne industry by the Federal governent. He also urged the correction of her restrictions that now hamper roduction, distribution and exhibion.

Pinanski pointed out that banks and her American industries are permitted to increase their economic trength by pooling of physical assets nd other means denied to the film dustry by government, or by selsh forces within the industry. He uid that as a result of the decline f American film production the nage of America was being dimmed n the world's screens and that power f the movies to increase the prestige f the American way of life abroad as weakened.

Fears 'Complete Destruction'

"We've reached a point," said inanski, "where the industry faces omplete destruction unless we all oin forces in a heroic effort to turn ne tide."

The Boston exhibition leader said ollywood had lost its glamor for ne rest of the world, while American ollars are flowing to foreign counies for the subsidization of pictures nade by American talent.

"We should sit down with the tate Department and other governent agencies and ask them if they vant American pictures to vanish rom the world's screens. We should ee if there is not some way for elimnation of wasteful practices in disribution and exhibition that are made nandatory by government decrees or ws."

On a motion made by Max Cohen, New York exhibitor, and seconded by Marshall Fine of Cleveland, the meeting voted to authorize the triumvirate to make a comprehensive study. The triumvirate was instructed to consult with representatives of all organizations in COMPO and the American Congress of Exhibitors and then submit to the COMPO executive committee a plan outlining methods for combatting the evils Pinanski mentioned. Members of the triumvirate other than Pinanski are Ben Marcus and Abe Montague.

During the discussion it was emphasized that COMPO, because it is the only industry organization that embraces production and distribution, as well as exhibition, was best suited for the handling of the proposed action.

Compo Reports on Activities

(*Continued from page* 1)

Marcus merchandising plan in the Pittsburgh exchange area was reported on by Alec Moss, Compo representative for the project; Harry Hendel, chairman of the Pittsburgh exhibitor committee, and Irving Ludwig, president of Buena Vista, whose "Jungle Cat" was the first picture chosen for the test.

The picture has completed its first wave of 24 key runs and has started its second wave of 18. Ludwig said in other situations "Jungle Cat" did 77 per cent of "White Wilderness" national percentage, and in Pittsburgh did 110 per cent. He expressed himself as highly satisfied with the results and interested in continuing in the project.

Problems Are Many

Hendel and Moss described some of the problems encountered, particularly those of obtaining the desired type of product for the experiment. Columbia's "I Aim at the Stars" will be the second project picture starting today, but the third one for the six months test has not been lined up yet. Hendel, said four more are required "to get the plan started."

Ben Marcus, member of the Compo governing triumvirate, said that new meetings with general sales managers will be sought in order to make sure Pittsburgh branch managers have the proper instructions and understanding of the merchandising plan's aims and requirements.

McCarthy and Manning Clagett, the latter legislative representative for the Motion Picture Ass'n. of America, reported to the meeting on Compo's activities in the area of censorship. McCarthy warned that 47 of the 50 state legislatures will be in session next year and at least 20 will consider censorship measures of one kind or another.

Clagett termed film classification—a project to limit motion picture theatre audiences—will be the most widespread threat in state legislatures in 1961. He said opposing the measures is a job for all and Compo and MPAA will require a great deal of help.

Wage-Law Action Set

C. Elmer Nolte and Lamarr Sarra, co-chairmen of the Compo committee, reported on the campaign to obtain theatre exemption from the Federal minimum wage law in the last session of Congress which, though successful, will have to be fought again next year because the bill failed to be reported out by a conference committee prior to adjournment and is expected to be reintroduced in the new Congress.

McCarthy also reported to the meeting on other Compo activities, which included development of the national publicity network and projects assigned to it; institutional advertising in *"Editor & Publisher"*; cooperation with Academy Awards promotion; consideration of a campaign for elimination of all remaining Federal tax on admissions; continued work on the elimination of local taxes and other matters.

Election Newsreels

(*Continued from page* 1)

tonews has made two complete reels, one devoted to Vice-President Richard M. Nixon, which was released on Oct. 17, and a second devoted to Senator John F. Kennedy, which went to the nation's exhibitors on Oct. 24. Both reels cover the subject's early life, give highlights of his political career, with emphasis on this summer's conventions and present presidential campaigns, as well as glimpses into the candidates' family life.

Universal News and News of the Day (M-G-M) have each released a single reel which concerns the background and present political life of both men. This film is highlighted by one minute speeches by both Vice-President Nixon and Senator Kennedy entitled, "Why I Should Be the Next President of the United States." These were filmed especially for the pre-election reel.

This reel was released on Oct. 21 and is expected to play the country's theatres right up to election day.

Sam Warner Award Student Is Hired

As the result of an opportunity plan for college cinema students formulated by Jack Warner through the establishment of the Sam L. Warner Memorial Opportunity Award, Charles Finance, a University of Southern California graduate, has been engaged by Warner Brothers as an assistant in the production department of the Warner Studios in Burbank, Calif.

Recognizing the difficulty cinema students have met in finding jobs within the motion picture industry, the Warner Brothers president established the Sam L. Warner Memorial Opportunity Award for the express purpose of establishing a first-step working relationship between college and studio. Under terms of the award, Warner Brothers guarantees employment to a U.S.C. cinema student selected by the faculty as most deserving of the honor.

In welcoming Finance, first winner of the Award, to the studio, Warner said it was his hope that the Sam L. Warner Memorial Opportunity Award would help stimulate interest in college cinema departments and offer encouragement to cinema students.

Russian 'Ballad' Film

(*Continued from page* 1)

Pictures under an arrangement with M.P.J. Enterprises.

Announcement of the distribution plan was made at a press luncheon at the Absinthe House here yesterday by Edward Kingsley of Kingsley International, and Jay Frankel, representing M.J.P., which purchased the film from Russia with the approval of the U. S. State Department.

"Ballad of a Soldier," a double-prize winner at the 1960 Cannes Festival, is the Russian entry at the current San Francisco Festival.

May Play Two Theatres

Kingsley said the picture may open at two houses in New York before the end of the year in two different versions — at a Broadway theatre in an English-language dubbed version and at an east side house in the original Russian version with English subtitles. The dubbed version will be released around the country, he added.

Because of "the merit and content" of the film, Kingsley said he hoped to playdate the picture in other than art houses.

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GEVAERT

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Jersey Allied

(*Continued from page* 1)

what the Department can do to stop them.

Jersey Allied, following protracted discussions with distributors, announced recently that it had reactivated its emergency defense committee and would begin at once actions on a variety of fronts to obtain some relief.

It cited as the most urgent of its problems the long-standing complaint of north Jersey theatres against delayed availabilities resulting from holdovers in Times Square first runs in New York City, and the current increase in films opened on hard-ticket policy in the same theatres which, it contends, further aggravates the problem.

Violations Charged

The letter to the Justice Department, signed by Sidney Stern, Jersey Allied president, says the organization feels the distributors involved in the decrees "have been systemmatically and intentionally violating their terms to the general detriment and hardship of both the independent exhibitors and the public."

The letter asks "what our rights are when we are confronted by a policy" of conditioning the licensing of one picture on that of another; of extending first run clearance by insisting on preferred play dates in sub-runs; of encouraging and even forcing bidding; of causing an artifical shortage of film and thereby being able to demand increasingly higher terms for definitely inferior pictures.

Pleads for Even Flow

Also, of discriminating in the pricing of film; of not providing an even flow of product by the withholding of pictures for holiday playing time; of restricting the booking of pictures when an exhibitor wishes to strengthen a weak show; of forcing extended playing time when not warranted; causing an exhibitor to sustain unnecessary losses; of not granting subrun theatres a cooperative advertising allowance while continually granting one to first run theatres; of extending and altering clearances and runs by claiming a "shortage" of prints; of extending and altering clearances and runs by requiring special projection equipment in certain areas, and of insisting on a road show, long run, hard tickets, high price policy for an increasing number of pictures in a few favored theatres.

Says Ticket Prices Must Rise

The letter contends that the alleged practices complained of result in higher admission costs to the public, the necessity to drive hundreds of miles or to wait years to see certain pictures; destruction of small business that are invaluable in keeping people trading in their own communities; unemployment of thousands of persons presently employed in subrun houses; the necessity of showing inferior pictures and pictures which an exhibitor may not wish to present to his particular patronage because of the artificial product scarcity, and the loss of millions of dollars in local real estate taxes that cannot be paid by closed theatres.

Jersey Allied informs the Department it "will be happy to sit down with you at your earliest convenience to document any of these charges."

WASHINGTON, Oct. 25.—Officials of the Justice Department refused comment today on the letter from Allied Theatre Owners of New Jersey listing trade practice grievances and inquiring what the Department can do to stop them.

Butterfield 8

CONTINUED FROM PAGE 1

observer's opinion her work here is her best to date, surpassing both "Cat on a Hot Tin Roof" and "Suddenly, Last Summer." Mainly on account of her, there is a great deal of advance audience interest in this new picture, and business for it should boom accordingly.

It is not a pretty or very edifying story that Charles Schnee and John Michael Hayes have told in this film, based on the early O'Hara book (moved up in time in the film from the '30s to now). It is the chronicle of a "good time" girl in New York cafe society who acts as a part-time model but whose main income is derived from dispensing her favors to wealthy men. One night she is picked up by a handsome socialite with whom she falls in love. There are complications: he is married, albeit unhappily. She is not sure she can settle down even if he gets a divorce. They go away for a blissful week together, and everything seems fine until his wife suddenly returns to New York just after they do. A quarrel ensues over a fur coat belonging to the wife which the heroine had borrowed after spending the night in his apartment with her lover.

All is resolved when the heroine decides to go to Boston to forget, is pursued by her lover, and she is killed in a car accident. He presumably goes back to his wife.

If this plot account sounds like "soap opera," it is because that is what the film essentially is. As such it is likely to appeal mostly to women—at least those who are not offended by its candid approach to sex. It abounds in both hot and tender love scenes; the heroine keeps running home to her disapproving mother for a good scolding or cry; and there are "confessional" scenes all over the place, including one in which the heroine describes in somewhat startling fashion her first sexual experience at the age of 13 with a man old enough to be her father. "Butterfield 8" is right in the groove of today's "adult" films.

Giving it distinction beyond the ordinary, however, are the two factors mentioned before. Whenever events threaten to get too sudsy (and, really, the way that mink coat is used to manipulate the plot is absurd) along comes that sharp O'Hara dialogue to snap things into line. Such witty and penetrating "talk" is a pleasure to hear.

Where another actress might have made the leading role repulsive by emphasizing its unsavory nature Miss Taylor arouses tremendous spectator sympathy. She suggests a softness and "little-girl-lost" quality under the sophisticated veneer. In her hands the heroine is a poignant figure indeed.

As the rich man she loves, Laurence Harvey conveys anguish galore, and Dina Merrill is conventionally sweet and understanding as his wife. Of exploitable value to exhibitors is the appearance also in the cast of Eddie Fisher, Miss Taylor's real-life husband. Unfortunately, however, he does not make a very strong impression in the role of the old school friend that the heroine goes to whenever she is lonely. As an actor Fisher has much to learn.

Others in the cast include Mildred Dunnock, Betty Field, Kay Medford, and Susan Oliver.

The direction of Daniel Mann is most proficient, and the production values are elegant in CinemaScope and Metrocolor. Pandro S. Berman produced.

Running time, 109 minutes. Release, in November.

Richard Gertner

Para. Gets Film Rights To Churchill Life Story

Paramount Pictures announced yesterday the signing of contracts by Sir Winston Churchill and producer Hugh French, giving the company exclusion motion picture and television rights to the statesman's early autobiographies.

Rights acquired by Paramount are to "My Early Life," which was published in America under the title of "A Roving Commission," and "The World Crisis." They will form the basis of a motion picture about events in Sir Winston's life which preceded his marriage in 1908.

Protest Denia

(*Continued from page* 1)

he said, and this can be held up u less a code seal is issued.

Taylor, through his attorn Ephraim London, has charged d criminatory practice by Geoffr Shurlock's office, citing many stances of American films which, said, have portrayed or exceeded t scenes in "The Bloody Brood" which deletion has been demand

Taylor said neither his compa nor his government would ta kindly to these restrictive measu "which can injure a possible retu of capital to Canada inasmuch American pictures distributed Canada return to their distributors amount of approximately twenty n lion dollars per year."

"The Bloody Brood" was direct by Julian Roffman, co-produced Roffman and Ralph Foster, w Yvonne Taylor as associate produc The script was originally submitt to the Code Administration and t changes requested at that time w made in the script. On submissi of the film, however, the code s was refused, Taylor said.

Officer in Several Companies

Taylor is a principal of Inter tional Film Distributors Limited, lied Artists Pictures of Canada, Li ited, NTA Telefilm (Canada) Lt Twinex Century Theatres Corpo tion, Limited, Beaver Film Prod tions Limited, Meridian Films Li ited, Toronto International Fi Studios Limited and other compan engaged in distributing, exhibiting producing motion pictures. Recent he became associated with t American film company, Beav Champion Attractions, Inc.

'Alamo,' to Bow

(*Continued from page* 1)

clude Alex H. Ardrey, Harold Bache, George F. Baker, Jr., M John H. Ballard, Miss Ina Ball Rear Admiral John Jay Bergen, E win Foster Blair, George F. Bl Howard G. Brundage, Mrs. Walker Buchner, Harrison Chauncey, M Gen. C. W. Christenberry, Sam Adams Clark, S. Samuel Colt, Phi Cortney, Richard Cox Cowell, a Thayer Cumings.

Also Ned Depinet, Mrs. Cha DeRham, Robert W. Dowling, M LeComte DuNouy, Clifton Fadim the Hon. James A. Farley, Abrah Feinberg, C. Russell Feldman, M Marshall Field, Eva Gabor, Leon H. Goldenson, Charles M. Gra Harry C. Hagerty, Mrs. Edmund Hawley, Howard H. Helm, Na Kelly, George Killion, Mrs. Rob Kintner, Mrs. Robert H. Kress, R ert Lehman, the Hon. J. J. McC John P. McGrath, Mrs. Joshua Log Charles Shipman Payson, Mrs. J. Penney, Mrs. C. Michael Paul, W ren Lee Pierson, Sabrina, Zach Scott, Thomas J. Shanahan, M Carroll Tucker, Arthur K. Wat and Shelley Winters.

The premiere marks the open of the film's engagement here.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 88, NO. 82 NEW YORK, U.S.A., THURSDAY, OCTOBER 27, 1960 TEN CENTS

% Gain

ecord 39-Wk. et for AB-PT f $7,522,000

eatres Had Best August ice 1955, and Good Sept.

stimated net operating profit of 22,000, highest in the history of company, was reported for Ameri- Broadcast- g - Para- nt Thea- s' first 39 ks by Leon- Goldenson, ident, yes- ay.



L. H. Goldenson

h e result, valent t o 0 a share, esents a 44 c e n t increase over the 26,000, or 2 a share, ed in the first nine months of last .

ıcluding capital gains, earnings he nine months this year amount- o $8,873,000, or $2.12 per share, pared with $5,407,000 or $1.26 are on the same basis last year. stimated net operating profit for third quarter rose to $1,869,000 5 cents a share, an increase of 40 cent over the $1,340,000 or 32

(*Continued on page* 6)

mner Appointed U.A. blicity Manager

abe Sumner has been appointed ed Artists publicity manager, it announced yesterday by Roger Lewis, vice-president in charge dvertising, publicity and exploita- . His appointment is effective . 14. Sumner replaces Burt ne, who has received an indefinite e of absence because of illness. mner has been active in motion ures, television and related pub- y and promotional fields for over

(*Continued on page* 2)

EVISION TODAY—page 7

At Dinner for Pantages

Need for Industry Unity, New Ideas, Attendance Drive Cited at Albany

Special to THE DAILY

ALBANY, Oct. 26.—Distributor-exhibitor unity is "imperative." The need for infusing into important industry positions young men with new ideas and fresh approaches is "pressing." An increased emphasis on advertising and exploitation—"to bring people back into motion picture theatres"—is "urgent." Albany has traditionally been a "spawning ground" for industry executives.

These were the themes sounded by speakers at a dinner in Sheraton-Ten Eyck Hotel last night for Clayton G. Pantages. 20th-Fox recently promoted him from Albany branch manager to a post in the "sales cabinet" which C. Glenn Norris, Fox general sales manager, created.

Attended by 105—the largest num-

(*Continued on page* 6)

MPA Board Meet Today May Act on SPG, Compo

The Motion Picture Ass'n board of directors may act today on Screen Producers Guild proposals that it be accorded representation on the MPAA board.

Eric Johnston, president of the MPAA, at a meeting with the SPG in Hollywood last week, reportedly expressed himself favorably on the election of four SPG members to the board of both MPAA here and the Association of M. P. Producers in

(*Continued on page* 2)

Cinema Lodge Lunch Concludes Drive Today

New York's Cinema Lodge of B'nai B'rith will conclude its 1960 fund-raising drive on behalf of the B'nai B'rith agencies with a luncheon at the Hotel Astor today at which winners of the 1960 four-door Cadillac and a 10-day all-expense paid cruise for two on the Holland-American Lines' Niew Amsterdam will be selected.

As the drive neared its conclusion

(*Continued on page* 7)

FCC Pay-TV Report Called 'Magna Carta'

From THE DAILY Bureau

WASHINGTON, Oct. 26. — The Federal Communications Commission's third report is a "Magna Carta" for the motion picture theatre industry, Philip F. Harling, chairman of the Theatre Owners of America's Anti-Pay-TV Committee and the Joint Committee Against Pay-TV, told the Motion Picture Theatre Owners of Metropolitan D. C. at a luncheon here today.

Harling, who is in Washington to

(*Continued on page* 6)

Ford Promises Interim 'Leniency' In Implementing Anti-Payola Law

From THE DAILY Bureau

WASHINGTON, Oct. 26.—Chairman Frederick W. Ford of the Federal Communications Commission has stated that he believes the commission will be "reasonably lenient" in exercising its authority under the new anti-payola law until its final regulations have been issued. For the present, he noted to the Federal Communications Bar Association, "The best guide in dealing with specific situations which might be affected by the law would seem to be a common sense application of the principles underlying the examples set forth in the House report" on the new law.

The House report lists a number of examples illustrating the intended effect of the new law on given factual situations. They cover, among other things, the supply of props to filmed television shows. Ford says these examples were considered by FCC staff members, representatives of the broadcasting industry, and the staff of the House Commerce Committee. "They will serve as excellent guides in the formulation of rules implementing the statute," he added.

Ford also noted that the law has "a good many ramifications to it which have not been completely

(*Continued on page* 7)

Statement Submitted

NAB to FCC: Pay-TV Not in Public Interest

Sees Audiences Charged For Programs Now Free

By E. H. KAHN

WASHINGTON, Oct. 26. — Even though a "trial" of pay-tv might demonstrate its probable technical and financial success, it "will certainly not prove that its authorization by the Federal Communications Commission on a permanent basis would be in the public interest."

Emphasizing this theme, Charles Tower, vice-president of the National Association of Broadcasters, appearing today at the FCC hearing on a proposed trial of the Phonevision system of pay-tv in Hartford, submitted to the FCC in written form the views of the NAB's Television Board of Directors, which speaks for 362 licensees, and which had unanimously resolved to appear in opposition to the authorization of the pay-to-see medium.

Chairman Frederick W. Ford, of

(*Continued on page* 7)

Brylawski Heads MPTO Of D.C. for 39th Term

From THE DAILY Bureau

WASHINGTON, Oct. 26. — The Motion Picture Theatre Owners of Metropolitan D. C. today unanimously re-elected A. Julian Brylawski for his 39th consecutive term as president. Brylawski assumed the presidency of the unit for the first time in 1922. He is an executive of the Stanley Warner Corp. headquartered in Washington.



Julian Brylawski

The election took place at a membership meeting attended by nearly

(*Continued on page* 6)

PERSONAL MENTION

JAMES F. GOULD, Radio City Music Hall vice-president and treasurer, now in Hollywood from here, will leave the Coast shortly with MRS. GOULD for Honolulu.

•

FORTUNAT BARONAT, Universal Pictures foreign publicity director, has returned to New York from Japan and the Philippines.

•

G. DAVID SCHINE, of Schine Enterprises, Gloversville, N. Y., left here yesterday with MRS. SCHINE and their year-old daughter for Italy.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and his assistant, BERNARD LEVY, are in Des Moines from New York.

•

JACK SATTINGER, Allied Artists resident attorney at the Hollywood studios, has arrived in New York from the Coast.

•

JOSEPH FRIEDMAN, Paramount Pictures exploitation manager, left New York last night for Chicago for promotional meetings on "CinderFella."

•

HARRY K. MCWILLIAMS, director of advertising and publicity for Columbia Pictures' "Pepe," and BINGO BRANDT of Brandt Theatres, have arrived in Miami from New York to set plans for the Dec. 23 premiere of the film.

•

RISHI D. PURIE, distributor of "The Hungry Stones" and "The Imposter," has arrived in New York from India via Cork and London. He will leave here within 10 days for Latin America.

'Spartacus' Album

A deluxe-packaged sound track album, being supported by an all-out promotion and advertising campaign, has been issued by Decca Records on "Spartacus." Based on the music composed and conducted by Alex North, the album has a six-page story on the Universal release fully illustrated with color photographs.

'Spartacus' in Boston

Universal-International's "Spartacus" will have its New England premiere at the Astor Theatre in Boston this evening as a benefit for the Friends of the Theatre of Boston University, launching the fourth road-show engagement of the Bryna Production.

Name Sumner

(*Continued from page* 1)

ten years. His first assignment was with Paramount Pictures in 1950 as a special field representative on DeMille's "Samson and Delilah." He then joined the staff of the Schine Theatre circuit as assistant director of advertising, publicity and exploitation working out of Gloversville, N. Y.



Gabe Sumner

In 1952 Sumner rejoined Paramount as permanent fieldman for the New York exchange. Soon after he was assigned to the home office advertising-publicity-exploitation department, filling the posts of column planter, syndicate contact and New York newspaper contact, successively.

He resigned from Paramount in 1956 to establish an independent publicity organization with John Friedkin, who will continue to operate the firm under his name.

'Santa Claus' Bookings

Heavy multiple-run bookings on "Santa Claus" are reported by K. Gordon Murray, president of K. Gordon Murray Productions, with the picture getting its initial kick-off in the Florida and Georgia territories, where 60 theatres will play it beginning Nov. 23. Ninety theatres are slated to play the picture in the Milwaukee territory, beginning Nov. 30; 70 theatres are set in the Minneapolis area beginning Dec. 9; 80 theatres are booked in the New Orleans territory, from Dec. 7 through Christmas; and 16 theatres in the Washington, D. C., and Baltimore area will give the picture its initial runs beginning Nov. 30.

'U' Gets 'Shakedown'

Universal Pictures has acquired American and Canadian distribution rights to "The Shakedown," from Michael B. Bromhead of Lion International Flms Ltd., it was announced by Henry H. "Hi" Martin, vice-president and general sales manager. Film stars Terence Morgan and Hazel Court and goes into immediate release for November.

'Sunday' in Record

"Never on Sunday" has set an all-time box office record for the Plaza Theatre here in its first week with a gross of $26,883, it was announced by Ilya Lopert, president of Lopert Pictures.

10 Pre-Release Dates Set for 'Suzie Wong'

Ray Stark's "The World of Suzie Wong" has been set by Paramount Pictures for special pre-release engagements in 10 key cities in December, following its Thanksgiving world premiere at the Radio City Music Hall. The Technicolor drama is scheduled for general release in January, 1961.

On Dec. 23 the attraction will open as the Christmas-New Year's presentation at the following theatres: Woods, Chicago; Paramount, Boston; Arcadia, Philadelphia; Ontario, Washington, D. C.; New Grand Circus, Detroit; River Oaks, Houston; Grauman's Chinese, Hollywood; RKO Golden Gate, San Francisco; Loew's Stillman, Cleveland, and Esquire, Dallas.

Bloom Assistant Fox N.Y. Branch Manager

Shepard Bloom has been appointed to the post of assistant branch manager of the 20th Century-Fox New York exchange, effective immediately, by the film company's general sales manager, C. Glenn Norris. Bloom previously was manager of the 20th-Fox New Haven office.

The new assistant branch head is celebrating his 25th year with the film company, having started in 1935 as a billing clerk in the New York contract department. Following three years military service he reentered employment with 20th-Fox as a student salesman in the Cleveland branch. He remained until Sept. 12, 1949, when he transferred to the Philadelphia office as a salesman. Several months later, Bloom was promoted to the managership of the Philadelphia office, holding that post until his transfer to New Haven as branch head in 1955.

Sperling Set for Four

HOLLYWOOD, Oct. 26—Milton Sperling Productions will produce four features for Columbia Pictures in accordance with an agreement signed by Sperling and Samuel J. Briskin, Columbia vice-president in charge of West Coast activities. Sperling, now preparing "The Marauders" at Warner Brothers, will start his Columbia commitments after the first of the year.

Book 'Windjammer'

"Windjammer," the Cinemiracle film, will open in Toronto at the Eglinton Theatre on Dec. 22, it was announced here by Samuel P. Norton, vice-president of Cinemiracle Pictures Corp. He also said the Washington premiere, originally scheduled for Nov. 10, has been moved into the Christmas season and will be at the Apex Theatre, Sunday, Dec. 25.

MPA's Board

(*Continued from page* 1)

Hollywood. Johnston said he woul pursue the matter further on his r turn here.

It was not known yesterda whether A. Montague, MPAA's re resentative on the Council of M. Organization's governing committe would present the latter's propos for united industry action on industr problems of global scope, some r quiring consultation with governme agencies.

The proposal was made at Compo annual meeting here Tuesday and triumvirate, of which Montague is member, was instructed to proce as quickly as possible with consult tions with other industry groups explore the possibility of ear action.

Will Hear Drive Report

The board also is scheduled to he an early report on the industry no partisan drive for Presidential ca paign contributions, and to rule the Hal Wallis' appeal from a Tit Registration Bureau's ruling denyi him the right to use the title "Swe Talk" because of conflict with earlier registration.

The Motion Picture Export Ass board is scheduled to meet next Tue day, at which time Johnston m present recommendations for Amer can industry action in new Africa markets resulting from his Africa inspection tour of last summer.

Seven Book 'Sunday'

Lopert Pictures' "Never on Su day" has been set for engagements seven major U. S. cities starting ne month. It will be seen at the Esqui Theatre, Chicago; the Playhous Baltimore; the Fine Arts Theatre, L Angeles; the Trans-Lux Theatre, Phi adelphia; the Dupont Theatre, Was ington, D. C.; the Clay and Lark Theatres, San Francisco, and t Guild Theatre, Pittsburgh.

Music Hall Featured

The recent appearance of t George Washington University Tro badours on the stage of the Rad City Music Hall is featured in elaborate photo layout in *Look Mag zine's* Nov. 8 issue, scheduled reach the stands at the end of t week.

Picketing in 7th Week

MINNEAPOLIS, Oct. 26.—Picke ing of the State Theatre here by t stage hands union is now in its se enth week. The difficulty involves t number of men to be required und the new contract with Minneso Amusement Co. The old pact pired on Labor Day.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Burea Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig. Single copies, 1



f is for a fabulous new boxoffice triumph from that fabulous fella!

PARAMOUNT'S BIG CHRISTMAS RELEASE!

JERRY LEWIS

BRINGS A THOUSAND
YEARS OF STORY-TELLING FUN
TO SPARKLING NEW LIFE
ON THE SCREEN
AS

CINDERFELLA

(A Jerry Lewis Production)



co-starring

ED WYNN · JUDITH AND

ROBERT HUTTON · with COUNT BASIE and his W

and

ANNA MARIA ALBERG

Produced by Jerry Lewis · Associate Producer – Ernest D. Glucksman · Written and Dire

New Songs by Harry Warren and Jack Br

WORLD PREMIERE WOODS THEATRE, CHICAGO – NO



Norman Rockwell

MR. NORMAN ROCKWELL has created one of the most distinguished art-in-advertising concepts of all time for CINDERFELLA. Color reproductions are being mailed to all opinion-makers in the United States.

RSON · HENRY SILVA

nowned Band featuring Joe Williams

TTI as "The Princess"

TECHNICOLOR®

Frank Tashlin · Musical Numbers Staged by Nick Castle

Paramount Release

BER 22ND • CALL THAT **PARAMOUNT** FELLA NOW!

Industry Unity

(*Continued from page* 1)

ber for a long time at such an affair in this city—the dinner was marked by an unusual amount of soul-searching and industry stock-taking. First to comment on specific problems was Leonard L. Rosenthal, counsel and adviser on film buying for Upstate Theatres, Inc. (cooperative).

"The future of many in this room depends on the future of the industry; wives and families depend upon it, too," Rosenthal said. "A sense of inspiration and dedication is sorely needed," he added.

Following Rosenthal were: Charles A. Smakwitz, Stanley Warner zone manager for Newark, N.J. and Albany-Troy-Utica; Bob Conn, like Pantages, a member of the sales cabinet; Edward L. Fabian, secretary, Fabian Theatres, New York; George Thornton, Saugerties, speaking for independent exhibitors; Phil Engle, Fox advertising-promotion, Boston-New Haven; Bill Kraemer, Schine Circuit, Gloversville; Herb Schwartz, Columbia branch chief and dinner chairman.

Smakwitz underlined the need for more "new blood" in the industry, citing the many men who "have gone to greater heights" from Albany. Fabian pointed to the comprehensive ad campaign conducted to spotlight the Oct. 28 reopening of "the New Palace"—after a $250,000 face-lifting job . . . This is an example of the sales effort required to spur the return of people to motion picture theatres," he said.

Pantages, presented with a signed scroll by his successor, John Wilhelm (former salesman, and the recipient too, of commendation by all speakers), touched off prolonged applause with a speech. Its main point: "distributors and executives must join forces now; the marriage must take place." A secondary point: "without the fine cooperation of all the circuits and the independent exhibitors, I could not have succeeded. I could not play Fox product in barber shops."

Studios Finish 3 Films, Start Two; 23 in Work

From THE DAILY Bureau

HOLLYWOOD, Oct. 26. — With three pictures completed and two new pictures started, the total number of productions shooting stands at 23.

Started were "Four Horsemen of the Apocalypse" (Julian Blaustein Production for Metro-Goldwyn-Mayer release); and "The Right Approach" (20th Century-Fox Production in CinemaScope).

Completed are: "The Guns of Navarone" (a Highroads Production for Columbia release); "The Counterfeit Traitor" (Perlberg-Seaton Production in Technicolor for Paramount release); and Universal-International's "The 6th Man."

You are cordially invited to

AMPA'S ACHIEVEMENT AWARD LUNCHEON

Wednesday, November 2nd, 12:15 P. M.

GEORGIAN ROOM

Hotel Piccadilly, 227 West 45th St.

LUNCHEON $4.50

Reservations:

HANS BARNSTYN

Phone: PLaza 3-2434

AB-PT's Net

(*Continued from page* 1)

cents per share for the like 1959 period.

A bright note in Goldenson's message to AB-PT shareholders accompanying the report was his statement that AB-PT theatre results for August, included in the report, "were the best since 1955 and those for September were also ahead of last year."

Goldenson noted, however, that theatre business in the third quarter was only "approximately equal to last year" because of a slow start in July.

He told stockholders that "In keeping with our policy of divesting marginal theatres, 22 properties" were disposed of during the first nine months of the year. Two theatres have been acquired, he reported, adding that the company "has also been alert to convert theatre properties to more profitable purposes," in line with which an Atlanta theatre is being replaced with a modern, 12-story office building on which the theatre subsidiary has a long term lease and a 50 per cent equity in the building.

Billings Rise 43%

Goldenson reported that gross time billings of the ABC Television Network increased approximately 43 per cent in the third quarter over the corresponding period a year ago, and that both the tv and radio networks are being bolstered for the new season just starting with new programming.

He reported good results for the company's Am-Par Records and noted ABC expansion in the international television field.

FCC Pay-TV Report

(*Continued from page* 1)

participate in the hearings being conducted by the FCC on the application of Hartford Phonevision for a three-year test period of broadcast pay-tv, told approximately 40 motion picture theatre owners at a luncheon meeting at Caruso's Restaurant that Section 32 B-6 of the third report is the "Magna Carta." He explained that this section requires Hartford Phonevision to outline "in detail" the programming it proposes to present in Hartford.

Harling said that for the first time in eight years of making extravagant claims to the public about its programming, pay-tv advocates have been forced to admit under oath that they have no commitments of any type for programming Hartford.

Warns of Competition

Harling said that, without question, Hartford Phonevision intends to bid against motion picture theatres for future films, and that if pay-tv were ever to succeed, motion picture theatres would be put out of business. He urged not only the Washington theatre men, but exhibitors all over the country, to support the current theatre campaign both financially and morally for the sake of their own future, and called for continuing concerted efforts to have Congress at its next session in January, 1961, enact bills to legislatively outlaw pay-tv in all its forms.

TENT TALK

Variety Club News

PHILADELPHIA — Tent No. at a recent meeting, elected the f lowing to its board of directors serve during 1961: Sam Alesk George Beattie, Al Davis, Al Gl binger, Jack Greenberg, Elmer Hir J. Ellis Shipman, Norman Silverm David Supowitz, Lester H. Wurt and Charles Zagrans. The board la elected the new crew, as follo Wurtele, chief barker; Alesker a Silverman, assistants; Shipman, pr erty master, and Zagrans, dough g Induction will take place at the a nual dinner to be held on Jan. 16.

Brylawski Heads

(*Continued from page* 1)

forty members at Caruso's Resta rant here.

Other officers of the Theatre Ow ers of America group reelected ar Marvin Goldman, vice - presider Jerome Baker, secretary; Lloyd Win land, Sr., treasurer.

Reelected to the executive comm tee were: Orville Crouch, Berna Lust, Charles Grimes, Paul Rot Lloyd Wineland, Jr., and Morto Gerber.

Among the other industry repr sentatives present were: Jack Fox Ed Rosenthal, Frank Storty, Estel Bernheim, Harry Roth, Don Kin George Crouch and John Brouma head of Maryland TOA.

150-Nights for 'Lace'

Universal-International's "Midnigl Lace" will play special Hallowe'e night performance in 150 key theatr from Coast to Coast this comin Saturday night. These theatres ar scheduled to start their regular e gagements of the film on Nov. 2.

Book 'Pepe' in Boston

BOSTON, Oct. 26.—Columbia Pic tures' "Pepe" will have its New En land premiere at the Gary Theatre i early spring, it has been announce by Ben Sack, president of Sack Th atres. The film will be shown on reserved seat basis.

'Epitaph' Reported Big

Columbia reports "Let No Ma Write My Epitaph," continues to rol up top grosses over the country. A the Orpheum Theatre in Boston, i grossed $14,052 in only four days. I four days at the Warner Theatre i Milwaukee the film grossed $6,555.



Pay-TV Not in Public Interest, NAB Tells FCC

Says Hartford Plea Violates Regulations

(*Continued from page* 1)

he FCC, ruled against Tower's read-ng the prepared statement into the ecord, holding that it would give rise o too many objections, some of which ould have to be sustained.

Tower's statement — which was ad earlier by the commission, did ot go into the record—stated flatly nat "it is our belief that the Hartford ay-tv test may well deprive viewers f programs available to free tv. The xtent of the deprivation is difficult o estimate."

Tower made the further point that hile there would undoubtedly be ome deprivation of programs during he test period, "the test will in no ay suggest the extent of the depriva-on if pay-tv develops on a national cale." The initial experience "will be ompletely invalid for projection on a ationwide basis," it was pointed out.

Points to 'Generalities'

Tower asserted that Hartford Phone-ision's application is "deficient in its escription of the program service" intends to provide. He asserted that he "few paragraphs of vague gen-ralities" in the application satisfy either the demands of the rule-set-ing third report nor FCC's usual tandards of specificity.

Tower noted, in fact, that "it might well be argued that, since the program ervice to be offered is the crux of the natter, more specificity than usual hould be required."

During the morning session Thom-s F. O'Neil, Hartford Phonevision 'resident, told the FCC and Connec-icut exhibitors, respondents in the earing, that his pay-tv operation was nterested only in feature films that would be boxoffice hits in local the-tres, but he admitted under question-ng by Marcus Cohn that he was un-amiliar with the number of films vailable, that he did not know whether they were in color or on wide creens, and that he was quite un-ware of their story lines.

O'Neil Queried on 'Sex' Films

Cohn pushed hard to show that lespite O'Neil's statement that he was amiliar with motion picture distribu-ion, he did not understand the prob-ems of showing feature films—espe-ially those that involved some roblems of sex—on a home screen. Cohn asked for example, what WHCT's attitude would be on such ilms as "Suddenly Last Summer," 'From the Terrace," "Ben-Hur," "El-ner Gantry," and "Butterfield 8." O'Neil disavowed any knowledge of he correlation between sex and bo-ffice success.

O'Neil did say that no matter how many people wanted to see a film if it did not come within the bounds of his obligations as a television licensee, he would not show it over the air. He asserted this for "Art" films as well as Hollywood product. He asserted willingness to delete certain portions of films, if need be.

Cohn proceeded along the same lines in the matter of procuring Broadway plays. If four-letter words were used, O'Neil asserted, they would be eliminated. If scenes were judged to be offensive to a home audience, they could be eliminated.

In the matter of sporting events, O'Neil emphasized to the commission that under no circumstances would he put on pay-tv what might be available

Questioned by NAB Counsel

Tower was permitted to take the stand and testify as a witness to defend the public interest. However, he was circumscribed to testifying on matters in the Hartford area. Despite objection by Theodore Pierson, Phonevision counsel, he was interrogated by Douglas A. Anello, NAB counsel. Tower was further warned that he must testify on the facts of which he had personal knowledge. Pierson challenged Tower's position as an expert witness, but Commissioner Ford ruled that regardless of his status as expert, the testimony could be taken.

However, he withheld judgment on the testimony itself. If the commission wants to take it into consideration, it can; if it does not, it can exclude it.

Louis Stephens of the Broadcast Bureau stated—after Tower admitted that he was not familiar with certain reports of subscriber television—that he was unsure of the value of Tower's testimony.

Fears for Free Television

After passing the test as an "expert" and an experienced economist, Tower said that if pay-tv competes for product and product talent with free tv, revenues of free tv will necessarily be cut, and consequently quality of service on free tv will necessarily be lowered. He argued that reduction in audience means reduction in revenue which leads to reduction in service.

Pierson, speaking for Phonevision, tried to narrow the field to discover just what percentage (either of hours or audience) was needed to cut into free-tv revenues. He also wanted to know whether offering more tv might not result in new viewers. Tower was unable to be specific in terms of the Hartford area.

After some devious questioning, Tower was finally allowed to express the expert opinion that the financial success of pay-tv would have an adverse effect on free tv. He claimed that the impact of a pay-tv station would be greater than the impact of another free tv station.

After NAB's testimony, Cohn returned to the cross-examination of O'Neil. Cohn asked whether WHCT would run controversial films — such as one advocating integration. When O'Neil said yes, then Cohn asked him about FCC's new law which requires that opponents be granted "equal time." O'Neil said he did not know of any arrangements, but that if FCC required the station to provide equal time, WHCT would do so. Whether or not there would be a charge to the public would have to be determined by FCC.

Favors Code Seal Pictures

O'Neil stated that pictures that did not carry the motion picture Production Code Seal would be questionable and that WHCT would not carry them. As for his contacts with motion picture producers, that had been willing to let him have pictures although he had no firm commitments, O'Neil identified some film representatives: Joseph Vogel of MGM and Jack Warner and Ben Kalmenson of Warner Bros.

Cohn then went into the problems Hartford Phonevision would have in servicing sets. O'Neil said that refunds would be made to subscribers who had missed a "major part" of a paid-for telecast. He said that "Major Portion" might be only a minute, but that refunds would be made unless it became apparent that customers were deliberately getting their sets out of order.

Cohn then attempted to go into costs. He noted that the decoder cost for Zenith five years ago was only $50 and that now it was approximately $125. He pointed out that with subscribers paying a 75-cents-weekly charge for rent, the entire cost would be amortized in 18 months — if the decoder were worth $50 — or over three years if it were worth about what Zenith now figures it to be.

Cohn told Chairman Ford that this line of questioning was intended to protect the public from "outrageous costs" and to keep RKO General from making "outrageous profits." Pierson responded that this example of "trickery" on Cohn's part was "outrageous" on the basis of facts. Costs are not now the same as five years ago, he said, and the decoder has been improved. Furthermore, he added, the contracts call for Zenith to supply them at cost plus a 12½ per cent margin — making the approximate figure of $125.

The day's hearing came to an end with a warning from Chairman Ford that he expected to hold night hearings on both Thursday and Friday, but that in any case, the hearing would be completed this week.

Ford Promises Leniency

(*Continued from page* 1)

analyzed by either the commission or its staff, and considerable work remains before rules are finally adopted. We have already encountered rather novel situations involving films produced for broadcast purposes. Others will no doubt arise in the future. It may be necessary, ultimately, to prepare a question-and-answer type document for the use of licensees."

Ford anticipates, however, "that the basic rules ultimately adopted will be only after all interested parties have had an opportunity to be heard. Indeed, he said, "the Congress was so informed by the commission prior to the enactment of the bill. One conference has already been held between our staff and the representative of various film producers in an attempt to clarify problems peculiar to that segment of the industry. As an outgrowth of this a request for an interim ruling and waiver of certain provisions was filed by the Alliance of Television Film Producers and is now before us."

Ford also asserted that "it may be some time before rules are finally adopted implementing the law."

O'Neil Names 2 Sources as Film Suppliers

Cinema Lodge

(*Continued from page* 1)

yesterday, Cinema Lodge president Abe Dickstein issued an urgent appeal for last minute support at the luncheon which could help the Lodge reach its goal. Special guests at the luncheon will include comedian Phil Foster; television star Geene Courtney and Miss Simon McQueen, New York television station WABC's well-known weather girl.

Gen. Drive-In Dividend

BOSTON, Oct. 26.—The board of directors of General Drive-In Corp. has declared a 12½ cent quarterly dividend payable Nov. 25, to shareholders of record on Nov. 5, Philip Smith, president, announced.

The company last paid a 12½ cent quarterly dividend on Aug. 22, 1960.

FINANCE COMPANY
offers
FOR SALE 25 (old) CARTOON NEGATIVES
Firm $7500.00
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MOTION PICTURE DAILY
1270 Sixth Ave., New York 20

PEOPLE

Jerry Lipow, former salesman for United Artists, has been named Cleveland branch manager for Valiant Films.

□

Donn Iogha, formerly manager of the Plaza Theatre, Stamford, Conn., has been appointed manager of the Norwalk Theatre, Norwalk, and the Fine Arts in Westport, Conn., units of the Nutmeg Theatre Circuit.

□

Arthur F. McGinness, vice-president of the Chemical Bank New York Trust Co., in charge of that institution's office at 46th Street and Madison Ave., has been promoted to the position of regional vice-president of the bank. As successor to the late **Walter M. Hawkins**, he will be in charge of the bank offices on Manhattan's West Side, with headquarters at 54th Street and Broadway.

□

Bart Miller, formerly manager of the Art Theatre, Dayton, O., has been named manager of the Art Theatre, Akron, by **Louis Sher**, owner.

□

Alexander Ksiazek, new owner and manager of the Smithfield Theatre, Smithfield, O., has reopened the house, which was dark for three years.

Coast TV Show Probe Suspends; Will Resume

From THE DAILY Bureau

HOLLYWOOD, Oct. 26. — James Cunningham, Federal Communications Commission Chief Hearing Examiner, indicated investigation into television film programming procedures would be continued here following the probers' heavy work schedule in Washington. Hearings were brought to an abrupt close yesterday after 12-days of interrogation of important figures in the television film field.

Cunningham overruled yesterday a motion to quash subpoenas against Dick Fishell, Mary Rothschild and Betty Langley, who are engaged in businesses promoting plugs for brand name products on television.

He indicated further that FCC would file suit to obtain information from the plug promoters, as well as prepare legal steps to have Taft Schreiber, executive of music corporation's revue productions, compelled to answer questions which he refused by walking off stand last Friday.

FACTS OF LIFE
Made clear
A fully-illustrated manual explaining the Facts of Life in frank, non-technical detail, will be mailed free in plain wrapping upon receipt of request. JOY THROUGH HOPE, Room 1206, 729 Seventh Ave., N.Y.C.

REVIEW:

The Sundowners

Zinnemann—Warner Bros.

USUALLY TACKLING serious and weighty themes (like "From Here to Eternity" and "The Nun's Story") Fred Zinnemann has taken time out for a lark with "The Sundowners." The new picture of the eminent producer-director is a comedy-drama—with the emphasis on the first—about the adventures of the family of a wandering sheep drover in Australia in the 1920's. It stars Deborah Kerr, Robert Mitchum, and Peter Ustinov, all marquee names to aid the exhibitor in promoting this pleasant family entertainment.

As in all Zinnemann pictures, the sense of time and place is strong in "The Sundowners." He took his cast to Australia for exterior-filming, and the evocation of the untamed atmosphere of the "outback" country is vivid and pungent in his hands. The audience is also thoroughly instructed in the techniques of sheep driving and shearing, two occupations of the hero in the course of the story. The semi-documentary element—a Zinnemann trademark—is not neglected here. And Technicolor photography helps.

What is missing is a theme of some substance which movie-goers have come to expect from the celebrated Zinnemann. About the only important issue in "The Sundowners" is whether or not Miss Kerr, as the wife of Mitchum, will be able to persuade him to settle down on a farm and give up the dubious joys of wandering about the country as a sheep herder. She and their 14-year-old son want a normal existence, a sense of security. In the end it is Mitchum who wins this conflict; the family stays on the road.

There are compensations in this picture for the lack of a vital and unifying theme. These come in the form of roustabout comedy—a song fest and fight in a pub; a sheep shearers' brawl on the highway; a shearing contest between Mitchum and an old man, which the latter unexpectedly wins. There is also a sub-plot involving the romance between Ustinov, as an educated Englishman turned Australian sheepman, and Glynis Johns as a man-crazy hotel owner looking for a husband.

OTHER EPISODES—in the extremely episodic script Isobel Lennard has written from a novel by Jon Cleary—are a well-staged forest fire in which Mitchum saves most of the sheep he is driving; the birth of a baby under hazardous conditions to a young wife friendly to the Mitchum family; and a horse race which the beloved animal of the hero wins only to be disqualified for "interference." Naturally some of these incidents are more amusing and exciting than others.

An explanation of the title is in order. "Sundowners" is Australian slang for itinerants, people "whose home is where the sun sets." In other words, the homeless.

The acting is good, if not inspired. Miss Kerr has submitted to complete de-glamorization for the role of a sheepman's wife; she performs with a minimum of makeup and a conscious effort to be "plebian." Mitchum is weather-beaten and unshaven throughout, both of which qualities fit the role aptly. Michael Anderson, Jr. has a good deal of boyish charm as their son, while Ustinov is as droll in his special way as Miss Johns is in hers. Others in the cast include Dina Merrill as an ex-debutante trying to make a go of it as the wife of a sheep rancher played by Ewen Solon; and Chips Rafferty and John Mellion as other sheepmen.

Technical credits are all high, from the photography by Jack Hildyard to the musical score of Dimitri Tiomkin.

Running time, 133 minutes. Release, in November.

RICHARD GERTNER

N.T. Files for Drive-in

WASHINGTON, Oct. 26.—National Theatres has proposed to acquire the Centennial Drive-in Theatre, Littleton, Colo., a suburb south of Denver. The operation has a capacity of 950 cars.

A hearing before Judge Palmieri in New York City is expected to be held late in November or early in December.

'Pepe' in Parade

Columbia's "Pepe" will star in Macy's Thanksgiving Day Parade this year. A flower-decked float representing the picture, surrounded by 100 marchers in Mexican native costumes with burros, will participate in the festivities on Nov. 24. For the first time in the 34-year history of the gala parade, the procedings will be on color tv over the NBC network.

Legion Rates 'Blues'; 'Suzy Wong' Class B

Out of six films reviewed by National Legion of Decency this two were placed in Class B, mo objectionable in part for all. They "G.I. Blues" and "The World of Wong," both Paramount releases

In Class A, Section 1 (general tronage) is Paramount's "Cin Fella." Placed in Class A, Sectio (adults and adolescents) are An can International's "Journey to Lost City," United Artists' " Magnificent Seven," and 20th-F "The Secret of the Purple Reef."

The Legion objection to " Blues": "Made with a special ap for youth, this film is highly object able in its theme and treatment. theme tends to condone and glamorize immoral behavior; its tr ment resorts to suggestive dialo costuming, dancing, and situatio tions."

Objection to "Suzy Wong": atmosphere of a brothel which rounds the development of the th of this film is morally unaccepta for a mass medium of entertainme

Darin Voted Personali Of Year By Variety

From THE DAILY Bureau

WASHINGTON, Oct. 26. — Bo Darin has been selected by the V ety Clubs of America as the Pers ality of the Year and will be hono at a dinner at the Statler Hotel h Nov. 19, Hirsh de la Viez, chair of the Award Committee, announc

The award is presented annually the outstanding personality in world of show business, as voted members of the Variety Clubs. Pr ous recipients included Al Jolson, thur Godfrey, Perry Como and E Fisher.

'Cosmopolitan' Nov. Issue on 'Show Biz'

Hollywood's male stars have o earned, outlasted and out-starred y trday's box office queens, *Cosmop tan* magazine's November "Sh Biz" issue now on the stands poi out. Eighty per cent of the moneymakers are males, all the top stars are men, the magazine poi out.

The issue features an article "New Faces—TV and Movies"; oth by Kim Novak, Tuesday Weld, Ki Carlisle and many others.

Aid 'Night of Stars'

Barney Balaban, Spyros Skou and Joseph R. Vogel, presidents Paramount, 20th-Fox and M-G-M, spectively, have accepted positions honorary chairmen of the advis council for the forthcoming 27th a nual "Night of Stars," United Jew Appeal benefit show, which tak place at Madison Square Garden Nov. 21. Proceeds from the huge fair will go towards the furtherance the UJA's program of refugee rel and Israel resettlement.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 88, NO. 83 NEW YORK, U.S.A., FRIDAY, OCTOBER 28, 1960 TEN CENTS

ITORIAL

ew Compo Project

By Sherwin Kane

HERE is no denying that with the utback in production by most major companies, coupled with the ease in the number of American s made abroad, Hollywood has much of its one-time glamor.

his of itself is serious enough. It f even greater cause for concern , at the same time, the film pro- tion industries of other nations, a invaluable assistance from their ernments, are making significant ances in both the quality and ntity of their product.

mportantly aiding their progress the many American financed in- endent and co-produced pictures ag made in foreign locales. Not is American financing joining a the assistance provided the film ustries of other nations by their ernments, but American produc- know-how also is exported to her aid foreign production in its llenge to Hollywood as the film ital of the world.

•

s Samuel Pinanski pointed out his week's annual meeting of the ncil of Motion Picture Organiza- s, this is a development that goes he very foundation of the indus- And yet it is but one of a num- of problems that threaten not only present well-being of the Amer- film and theatre business but r continued existence as well.

mong its concomitants are an out- of dollars to alien workers and merican players who receive them free; and influx of foreign films ex- ting the attractions and differing al standards of their places of in.

•

n response to Pinanski's alarum, npo directed its governing com- ee to seek a unified industry ap- ach to this and other equally basic blems confronting the industry.

major likelihood of the move is rogram for consultations with gov- ment officials in Washington to ertain what can or cannot be done. statesmanlike approach to these blems on the part of the industry its key organizations could very l produce worthwhile results.

ut if the progress of such a pro- n is to be impeded by petty or- izational and personality conflicts, bt will be cast on its usefulness he outset.

MPAA Board Finds in Favor of Univ., U.A. In Title Registration Disputes

The Motion Picture Ass'n. board of directors at its meeting yesterday decided two title disputes, one involving Wallis-Hazen-Paramount and Universal, the other Columbia and United Artists.

In the first, the board upheld the arbitration committee's finding that the Wallis-Paramount title, "Sweet Talk," conflicted with earlier registered titles by Universal, "Easy Talk," "Soft Talk" and "Small Talk," which had been registered as possible sequels to the company's successful "Pillow Talk."

In the second case, the board ruled against Columbia which had contended that United Artists' April registration of the title "The Young Doctors" conflicted with its February registration of the copyrighted

(*Continued on page 7*)

New Company to Make 'Bolivar' in Todd-AO

By SIDNEY RECHETNIK

The announcement of a newly-formed co-production company involving an American and Mexican firm in Mexico under the banner of Arlington-Bueno Productions, S.A. was announced at a trade press conference here yesterday by William Coates, president of Arlington Productions, the American firm, and Albert E. Marten, attorney and producer's representative for the company.

The Mexican company involved in the joint production deal is Produc-

(*Continued on page 10*)

Col. Promotion Meets In Key Cities Abroad

From THE DAILY Bureau

LONDON, Oct. 27.—Columbia Pictures is holding a series of special showmanship publicity presentations in the key cities of England, Scotland and Wales for exhibitors and industry personalities.

These meetings, which will be il-

(*Continued on page 7*)

See 'Blue Law' Appeal Coming up in January

Special to THE DAILY

SPARTANBURG, S. C., Oct. 27.—Consensus here is that South Carolina's "blue laws," curtailing Sunday movies in that state, will be considered by the U. S. Supreme Court in January.

Informed sources here say the high tribunal has scheduled consideration of a number of "blue law" cases, involving state laws from Virginia, South Carolina, Pennsylvania and Maryland, among other states. Although the U. S. Supreme Court does

(*Continued on page 10*)

Telemeter and AFTRA Sign Contract Covering Videotape Programming

(Picture on Page 2)

A contract to cover performers engaged in the production of videotape programming specially created of pay-tv has been signed by Telemeter Corp. and the American Federation of Television and Radio Artists. Conclusion of the contract was announced jointly here yesterday by Leslie Winik, International Telemeter vice-president, and Donald F. Conaway, national executive of AFTRA.

The document, it was stated, now permits Telemeter to begin implementing long-held plans for extensive work in this area. Both Winik and Conaway predicted the opening-up of "vast new employment opportunities" for performers in the pay-tv medium as a result of the pact.

"This milestone agreement is of vital interest to all performers," Conaway commented, "because now the scale performer will share in perpetuity in the earnings of the program in which they perform. The scale performer will be paid one and one-half times the applicable basic minimum fees for taping the program and its

(*Continued on page 2*)

TELEVISION TODAY—page 9

At FCC Hearing

QueryO'Neilon Competition, Film Supply

He Says Phonevision Only 'Adds One More Theatre'

By E. H. KAHN

WASHINGTON, Oct. 27. — As the pay-tv hearings on Hartford Phonevision's application to conduct a three-year test went into night sessions, questioning by FCC chairman Frederick W. Ford served to clarify many issues.

Ford probed the possibilities for competition with free tv and asked

(*Continued on page 8*)

N.Y. Obscenity Comm. Issues Annual Report

The annual report of the New York State Joint Legislative Committee on the Publication and Dissemination of Offensive and Obscene Material has just been published. The report, dated March 24, 1960, covers developments of the prior year in the committee's study of mass media, including motion pictures, television, radio, magazines, comic books, and pocket-sized books.

Particular attention is devoted to

(*Continued on page 2*)

UA Completes Deal For Calif. Stations

United Artists has completed the deal to acquire stations KFSD and KFSD-TV in San Diego, it was learned here yesterday. The radio and tv stations are NBC affiliates. Sales price was $7,000,000.

Selling the stations were Newsweek Magazine, which owned 46.22 per cent, and Fox Wells & Rogers. The deal was handled by Howard E. Stark, radio and tv station broker in New York.

UA plans to acquire at least four more radio and tv stations.

PERSONAL MENTION

BEN MARCUS, president of Marcus Theatres, Wisconsin, returned to Milwaukee yesterday from New York.

•

SIDNEY COHN, president of Highroad Productions, will arrive in London today from New York.

•

ROBERT KALLET, president of Kallet Theatres, upstate New York circuit, and his brother, SIDNEY, chief buyer, have returned to Oneida, N. Y., from here.

•

LEE KOKEN, head of the concessions department for RKO Theatres, left here yesterday for Ohio on RKO and Glen Alden business.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by BERNARD LEVY, his assistant, will leave Des Moines today for Minneapolis.

•

IRVING RUBINE, Highroad Productions vice-president, will leave here at the weekend for Chicago.

•

AL LEVY, 20th Century-Fox district manager, was in Albany, N. Y., from Boston.

•

ALFRED HITCHCOCK will return to New York at the weekend from Europe.

•

RON W. ALCORN, producer-writer, left New York yesterday for Munich, Germany, to start work on Allied Artists' "Armored Command."

•

W. RONALD LERNER, screen and television writer, will leave the Coast at the weekend for Hartford.

•

GEORGE NELSON, of the Warner Brothers home office publicity staff, is confined to the Hospital for Joint Diseases here.

•

JACK STERN, of the 20th Century-Fox office in Buffalo, was in Albany, N. Y., from there.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DORIS DAY · REX HARRISON
IN A ROSS HUNTER-ARWIN PRODUCTION
"MIDNIGHT LACE"
A Universal International Release In EASTMAN Color
ON STAGE "BRAZIL"—EXCITING, EXOTIC SPECTACLE.



Participating in the signing of the contract between Telemeter and AFTRA are, left to right, Mortimer Becker, general counsel, AFTRA; Donald F. Conaway, national executive secretary of AFTRA; Leslie Winik, Telemeter vice-president; and Leonard Kaufman, counsel for Telemeter.

Telemeter Pact

(*Continued from page* 1)

release to pay-tv. Telemeter has agreed to pay to AFTRA a total of 5 per cent of the producer's gross receipts for each and every showing of each production on pay-tv. The additional one-half of basic minimum serves as an advance against the 5 per cent of the producer's gross.

A taped version of Gian Carlo Menotti's "The Consul" was made earlier this year and will be the first Telemeter presentation under the contract.

Announcement will be made shortly of Telemterer's other initial entries in special categories which will include Broadway plays, original dramas and other cultural events.

$25,000 for MEDICO

More than $25,000 was raised for the Medical International Cooperation Organization (MEDICO) at Wednesday night's benefit premiere of John Wayne's "The Alamo" at the Rivoli Theatre here. The audience of 1,500 people which jammed the theatre to welcome the United Artists release included stars of the stage and screen, also notables in the civic, social and business life of the city.

'Eve' Big in Moscow

WASHINGTON, Oct. 27. — "All About Eve" opened very well in Moscow, according to Turner Shelton, chief of the U. S. Information Agency's international film division. The premiere was attended by director Joseph Mankiewicz and by Julie Newmar.

Pontiac Theatre Burns; Patrons Leave Safely

PONTIAC, Mich., Oct. 27.—The Butterfield circuit's downtown Oakland Theatre here was destroyed last evening by a fire which broke out in a drug store in the building. It, other stores and the theatre were a total loss, as two walls collapsed emitting 75 foot flames while 150 firemen fought the blaze. The patrons made an orderly exit. None was hurt.

Obscenity Committee

(*Continued from page* 1)

motion pictures and motion picture advertising based on public hearings on these subjects conducted by the committee on Dec. 18 and 19, 1958, and on Feb. 26, 1959. Samples of ads are included in the report.

The report quotes in full the editorial by Martin Quigley called "Crisis in Code Affairs" as published in MOTION PICTURE DAILY and *Motion Picture Herald* in November, 1959. It also quotes from a review of "Suddenly, Last Summer" by James D. Ivers in MOTION PICTURE DAILY on Dec. 16, 1959.

On Dinner Committee

HOLLYWOOD, Oct. 27.—Samuel Briskin, Steve Broidy, Eddie Cantor, Victor Carter, Samuel G. Engel, Albert Hackett, Robert Lewin, Barry Mirkin, Mendel Silberberg and Edward Small have been appointed to a committee formed by associates of Brandeis University for a dinner honoring Pierre Mendes France to be held Nov. 16 in the grand ballroom of the Beverly Hilton Hotel.

Malamed, Smerling Win Lodge Prizes

Dave Malamed of National Th tres and Television was the winne the Cadillac and Sheldon Smerling Eastern Management Corp. was winner of the 10-day all-expense-p cruise for two in the 1960 fund-r ing drive of New York's Cinema Lo of B'nai B'rith through the sale $25 Contribution Share Certifica Joseph M. Sugar of Magna Thea Corp. was the seller of both cer eates.

Selection of the winners was m at a luncheon at the Hotel Astor y terday before a large group of p ticipants and Cinema Lodge me bers. Abe Dickstein, president Cinema Lodge, announced that though the goal in this year's dr had not been reached, more cer cates were sold than in any previ Cinema Lodge drive on behalf the B'nai B'rith agencies, which clude the Anti-Defamation Leag the Hillel Foundations and the B' B'rith Youth Organizations.

Joseph Rosen Chairman

Joseph B. Rosen of Universal, ch man of this year's drive, who wa speaker at the luncheon, announ that the increased sale of tick would make possible more finan support for the Anti-Defamat League in its new undertakings combat increasing racial and religi intolerance.

Pension Increased

HOLLYWOOD, Oct. 27.—Effect Dec. 1, the motion picture indus pension plan retirement benefits be increased from $75 per month $95 per month, George J. Flahe IATSE Hollywood representative a pension plan board chairman, nounced. The $20 increase will ap to those now receiving pension p ments as well as to those who re on or after that date, according Flaherty. There will be about 800 tirees under the plan by Dec. 1.

Theatre in Colorado Receives SBA Loan

From THE DAILY Bureau

WASHINGTON, Oct. 27. — O one theatre—the Isis in Trinid Colo.—received a loan from t Small Business Administration duri September. A participation loan $5,000 was approved for the I which employs three.

The agency passed its $1 billi mark in loans during September. S says its average business loan slightly over $47,000 and the avera length is about six years.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher, Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bure Yucca-Vine Building, Samuel D. Berns, Manager, Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31 Cable address: "Quigpubco New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1



PARAMOUNT PICTURES ANNOUNCES FOR NOVEMBER...

THE WORLD PREMIERE ENGAGEMENT AT THE RADIO CITY MUSIC HALL...

A new world of enter
the screen has never

WILLIAM
HOLDEN
in
Ray
Stark's
THE WORLD OF
SUZIE
WONG

co-starring
NANCY
KWAN
as SUZIE WONG



Also Co-starring
SYLVIA SYMS · MICHAEL WILDING · JOHN

Screenp

Based on the novel "The World Of Suzie Wong" by Richard Mason • A W

ainment...with a boldness
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DECEMBER 15TH



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our Reserved-Seat Shows et for Miami in December

Special to THE DAILY

MIAMI, Oct. 27. — Theatres of is resort city will offer at least four served-seat attractions to visiting urists and residents in December.

The long-dark Roosevelt Theatre at iami Beach will be reopened by e Caplan Brothers on Dec. 26 with e southern premiere of "The lamo." "Spartacus" will have its uthern premiere at Wometco's new 63rd Street Theatre on Dec. 15, Exodus" at Florida States' Sheridan heatre on Dec. 21, and "Pepe" at randt's Lincoln Theatre in Decem-r, following the conclusion of the Ben-Hur" engagement.

Michigan Premiere Of 'Spartacus' Nov. 3

Special to THE DAILY

DETROIT, Oct. 27. — The gala ichigan premiere of "Spartacus" ill take place at the Madison Thea-e on Nov. 3, for the benefit of the ariety Club's Growth and De-lopment Center at the Children's ospital of Michigan.

The house will be scaled from $50 $5 and the hope is that over 20,000 will be netted. Full dress is otional.

Governor a Chairman

The Hon. G. Mennen Williams, overnor of the State of Michigan, nd the Hon. Louis C. Miriani are onorary co-chairman. The premiere ommittee is chaired by Irving Gold-erg.

Other representatives of the indus-y include Mrs. Thomas W. Byerle, Woodrow R. Praught, Carl Shalit and William M. Wetsman. John F. Pival station WXYZ and WXYZ-TV rep-sents radio and tv and the balance the committee are representatives business and social interests.

The Center will include a clinic nd laboratory for the care and study children with deviations from the sual growth and development. This a need now totalling lacking in e community and which is intended so to lead to research.

Aim at $35,000

The sum of $10,000 has already een earmarked to begin the work nd it is anticipated that by the first the year another $25,000 will be ised.

Lewis Signs Green

HOLLYWOOD, Oct. 27. — Mort reen, television and radio writer, as been retained by Jerry Lewis oductions and Paramount to serve creative assistant in planning and reparation of future motion picture nd television film properties on the ewis schedule.

Green, who will work closely with ewis on all writing projects, as-mes his new post with the comedian Monday.

REVIEW:

A Breath of Scandal

Ponti-Girosi—Paramount

TO CAPTURE THE spirit of Vienna in its carefree pre-World War I days —the setting of this comedy of manners from a play by Ferenc Molnar— color cameras were dispatched right to the spot. Most of the filming was done in the quaint Austrian city proper with some studio interiors made in Rome.

This was a wise decision on the part of producers Carlo Ponti and Marcello Girosi, for the best thing about "A Breath of Scandal" is its vivid creation of milieu. The eyes of the spectator are dazzled with pretty picture-postcard views of such tourist attractions as Belvedere Palace, Prein Castle, Maxim's, the Prater Amusement Park and many others which comprised the playground of Emperor Franz Joseph and his court at the height of its glory in the early part of the century.

Almost as much a treat for the eye are the expensive, splendiferous, and seemingly authentic costumes in which the entire cast has been attired.

The story played out before these stunning settings—and more than slightly overwhelmed by them—is a typical bit of fluff from Molnar about the romantic intrigues of the aristocracy of the period. The script by Walter Bernstein comes from the stage play called "Olympia" as adapted by Sidney Howard. Leading performers are Sophia Loren, John Gavin, and Maurice Chevalier with Isabel Jeans and Angela Lansbury in principal support.

Miss Loren, who has played everything on the screen from a "kept" woman in modern New York to an entertainer in the Old West, is here cast as an Austro-Hungarian princess, who, although pledged to wed a foreign prince, falls in love with an American businessman (Gavin). Will she do her duty or answer the call of true love? Naturally the latter course is the one she eventually takes.

The "scandal" consists of Miss Loren's romantic carryings-on with Gavin, which actually are innocent. After their first meeting they spend the night together at the hunting lodge of the princess and late in the film he forces her to spend a weekend with him there. In both cases some amorous by-play builds up to a climax in which indiscretion is shunned by both.

Miss Loren makes a game try at the role with only passing success. Gavin seems stiff and uncomfortable as her American lover. Chevalier exudes charm in his customary fashion as the father of Miss Loren, and Miss Jeans is amusing as her decorum-conscious mother.

Michael Curtiz directed. The exquisite cinematography was by Mario Montuori and the elegant wardrobe design by George Hoyningen-Huene. Running time, 98 minutes. Release, in Novmber.

RICHARD GERTNER

Three Seek Membership On SAG Directorate

From THE DAILY Bureau

HOLLYWOOD, Oct. 27. — Three independent candidates have filed for election to the board of directors of the Screen Actors Guild, it was disclosed last night when ballots were mailed to the organization's more than 14,000 members. Eighteen candidates were nominated by the organization's nominating committee for 18 positions open on guild board. Thus 21 are viewing 18 offices.

George Chandler, incumbent president of the Guild, is unopposed for another one-year term. Also unopposed are following non-incumbents: Dana Andrews, nominated for first vice-president; James Garner, second vice-president; John Litel, third vice-president; Ann Doran, recording secretary; Frank Faylen, treasurer.

Results of the election will be announced at the guild's Hollywood general membership meeting at the Beverly Hilton Hotel on Nov. 21.

Col. Meetings

(*Continued from page* 1)

lustrated with film, tape recordings and display material, are up-to-date replicas of the London showmanship meetings held last summer by Jonas Rosenfield, Jr., Columbia's executive in charge of advertising, publicity and exploitation.

Purpose of these special provincial presentations is to tell exhibitors of Columbia's showmanship plans on three films: "Song Without End, the Story of Franz Liszt," "Pepe," and "The Guns of Navarone."

The presentations will be held in Leeds, Manchester, Glasgow, Birmingham, and Cardiff. Kenneth N. Hargreaves, managing director of Columbia Pictures Corporation Ltd., will visit Leeds, Manchester and Glasgow, while E. J. Bryson, Columbia sales manager, will be present in Birmingham and Cardiff. Alan Tucker, director of publicity, and Patrick M. Williamson, advertising manager, will introduce the presentation.

MPAA Board

(*Continued from page* 1)

novel title, "The Internes." The arbitration committee found in September that there was no conflict in the titles, and Columbia appealed to the MPAA board. The latter, after hearing arguments yesterday by Paul Lazarus, Jr., for Columbia, and Charles Flicker for U.A., upheld the arbitration committee.

It was pointed out that under procedural rules in title cases, the governing consideration is not the meaning or definition of key words, but the similarity of such words. It was stated, by way of example, that if this were not the case the titles "Spartacus" and "The Gladiators" would have been in conflict, but are not considered to be.

Johnston Reports

Eric Johnston, MPAA president, reported to the board on his recent meeting in Hollywood with the Screen Producers Guild, which is seeking representation for its members on the boards of both MPAA and the Association of M.P. Producers. Johnston reportedly has offered SPG places for four of its representatives on the boards of the two organizations.

No action was taken or called for by yesterday's meeting and it is not known whether it will be on agenda for the next MPA board meeting, now set for next Thursday.

No Action on Industry Drive

The proposal of the Council of Motion Picture Organizations for a united industry attack on a variety of major industry problems did not come up at yesterday's meeting. Also, no official report was made on results of the industry-sponsored move to collect Presidential campaign contributions from industry employes nationwide, but interim information was made available to interested directors and will be released by MPAA today.

To Aid Hospital Week

United Hospital Fund of New York will observe Hospital Week in member Theatres of the Metroplitan Theatre Association Oct. 30-Nov. 6. Last year Mrs. Dave Garroway, chairman of Hospital Week reported coin box collections in lobbies of MPTA Theatres amounted to $12,000. The money goes to 82 of New York's voluntary, non-profit hospitals.

Parker, Ebsen Partners

HOLLYWOOD, Oct. 27. — Fess Parker and Buddy Ebsen have announced the formation of their own company to produce frontier motion pictures in which both will appear.

Two Join SPG

HOLLYWOOD, Oct. 27. — Irwin Allen and John Sturges are the two latest producers to join the membership roster of the Screen Producers Guild. This brings SPG's total membership to 181.

SPG Survey Studies Pension Possibility

From THE DAILY Bureau

HOLLYWOOD, Oct. 27. — The Screen Producers Guild is engaging an actuarial firm to survey possibilities of its instituting a pension, health and welfare plan, similar to programs recently won by the Directors Guild of America, Writers Guild of America and Screen Actors Guild, it was confirmed here today by Walter Mirisch, SPG president.

The SPG presents problems not duplicated in SAG, DGA or WGA, since some SPG members actually are employers, and others are considered employees. These problems will be incorporated in any pension-welfare-health plan proposed by the Guild.

FCC Hearings Vital To Exhibitors: Pickus

From THE DAILY Bureau

WASHINGTON, Oct. 27. — Albert M. Pickus, president of Theatre Owners of America, attending the hearings being conducted by the Federal Communications Commission here on the application of Zenith-RKO General for a permit to conduct a three-year pay-tv test termed the hearings of vital importance to theatre owners.

Pickus said that while theatre owners were hopeful that the FCC would support TOA's conviction that pay-tv was not in the public interest, he was grateful that the American democratic process permits a full airing of the merits of the proposal.

Pickus came to the hearings from a meeting of the Theatre Owners of North and South Carolina in Raleigh, N.C. He joined three other TOA representatives at the hearings, which opened Monday. They are Philip F. Harling, chairman of TOA's Anti-Pay-TV Committee; and chairman of the industry's Joint Committee Against Pay-TV; Herman M. Levy, general counsel of TOA; and Albert Floersheimer, Jr., TOA's director of public relations.

Pickus said that TOA for nearly eight years has been the leader among exhibitor organizations in combatting pay-tv, and that it was TOA's intention of maintaining this opposition so long as the pay-tv problem continues.

Allied States to Honor Ina Balin at Meeting

Ina Balin, young 20th Century-Fox co-star in "From The Terrace," has been selected to be the honored guest at the 1960 national convention of the Allied States Association of Motion Picture Exhibitors, it was announced by Jack Kirsch, general chairman.

Miss Balin will arrive in Chicago on Wednesday evening, Nov. 9, for the event, and will be accompanied to the affair by 20th's regional advertising-publicity manager, Sol Gordon.

Query O'Neil on Competition, Film Suppl

(*Continued from page* 1)

probing questions about product supply and its method of operation.

Thomas F. O'Neil, president of both Hartford Phonevision and RKO General, answered in outline form, saying:

¶Present attractions on free-tv in Hartford are definitely not "boxoffice."

¶Boxoffice attractions, if not accepted by WHCT, would not be free tv—at least for some time.

¶RKO General has no plans to make films.

¶WHCT on a pay-basis would not "diminish product for free-tv" for "all we do is add one more theatre."

¶RKO General would not engage in block-booking.

In the matter of sports and their possible abandonment of free tv to wait for a period and then return on pay-tv, O'Neil admitted that the time element might possibly change matters. Although his company does not intend to take any clubs that had been on free-tv, he said, the possibility exists, but FCC can always inquire into the matter.

Questioned About Opera

Ford also asked about opera on free tv. O'Neil did not think the product was the same and he noted that only two performances of the "Met" have appeared on conventional tv. As for a series of Shakespearean plays being produced by an English company (mentioned by Ford), O'Neil said this was not fare for pay-tv.

Asked if O'Neil considered some second-run movies or some re-issues to be pay-tv fare, O'Neil said that he did. He would want them for pay-tv just as long as a theatre exhibitor would want them for his theatre.

Ford wanted to know what would happen if sold a "little jewel" very cheaply—so cheaply that it might be able to find sponsors. The test O'Neil declared would be whether theatres would be interested. The FCC chairman wanted to know what O'Neil would do if producer wanted O'Neil to take his year's output of 39 pictures and O'Neil could use only eight or nine. The whole hearing room laughed as O'Neil said, "that sounds like block-booking and I'd run for my lawyer right away."

Hartford 'Our Gamble'

O'Neil told chairman Ford that he thought Hartford was a representative area and that it was "our gamble that extension would include us." If the trial is successful and FCC gives a go-ahead on a national basis, then RKO General will be in on the ground floor.

O'Neil had refused to tell Marcus Cohn that he had any idea of the availability of product, but he spoke of it knowingly to chairman Ford. O'Neil said he estimated picture availability in the U.S. as about 200 and his needs might be as high as 156 but he also noted availability of films outside the country.

Chairman Ford probed deeply into the possibility of "wearing out a product." With showing on pay-tv and in theatres, isn't it possible, he asked, that free-tv would not be interested by the time it got to them. O'Neil avowed that with only 50,000 subscribers or only about eight per cent of the population in Hartford, he thought it doubtful that WHCT would "use up" product. He pointed to the time lag and noted that only recently have post-'48 films become available to free-tv.

Commissioner Bartley commented that it was "mysterious" to him that O'Neil was willing to take the chance without certainty of product. (O'Neil had testified that he had no firm commitments nor any contingent contracts.)

Points to Other Tests

The executive's response was that in no tests—Palm Springs, Bartlesville, Chicago, and Toronto—had there been any contingent arrangements and no firm commitments, yet no major distributor had withheld product. He went on to say that the company had "bet all of our investment" from now until the actual start of operations that "we can get product."

Under questioning by Louis Stephens of the Broadcast Bureau, O'Neil said that FCC and the company could reach an amicable agreement on the independent company which RKO General will hire to make a survey of the tv audience in Hartford prior to, during, and after the test operation. Some questions had been raised earlier as to whether in the press of starting operations RKO General could manage to make the survey which FCC wants. O'Neil promised to foot any "reasonable" bill. He even said that Hartford would be willing to delay the start of operations until the survey could be made, if this was deemed necessary.

Cohn, Pierson Clash

During the early part of the day, Cohn put into the record various promotional pieces of the applicant along with editorials commenting on them. Theodore Pierson, Hartford's lawyer, asked that the record include the promotional materials of Theatre Owners of America and the Joint Committee against Toll-TV, the Connecticut Committee Against Toll-TV, and all material of Allied States along with various petitions used by theatres.

Chairman Ford withheld ruling on this on procedural grounds and it seems likely that this material need not enter the records. (Allied, in any case, is not a respondent in the hearing.)

Cohn also submitted for O'Neil's appraisal a document called "respondent's suggestion of proposed data to be supplied by applicant," and asked that O'Neil agree at a later time to filing a report. It is a request for reports, mostly on a monthly basis, relating to (1) viewers' eq- ment, (2) exhibition of programs, 3) franchise-holder's operations, and 4) station operations.

It consists of various breakdown n terms of family income and occu- tions of viewers and servicing p- lems both for decoders and tv set: It also asks for a detailed reporting of revenues and expenses with a prog n breakdown and payments of cre s to Zenith and Teco, and comp e financial reports on WHCT bro n down into free and pay tv.

Asks Monthly Report

The program information wa d by Cohn calls for a monthly re t of all titles broadcast with a desc- tion of the content and format f each program, the name of its p- ducer, its writer or writers, its di- tor, its principal actors and actres s the supplier, and the price sche e with an explanation of the basis r any differences in prices charged the same program.

Cohn also would like to know number of programs broadcast, number of transmitter hours, and e schedule of rates applicable to s h uses of the station transmitter. A o asked was gross subscription billin s, both for each program and for all p- grams, as well as a breakdown v family income and occupation. T e last request on programming wa s a report on the number of delinqu t subscribers and the amount of l- lings, both according to family come and occupation.

Flat Rate, Not Percentage

Cohn, in cross-examination O'Neil, elicited the fact that H- ford will pay a flat rate for its p- grams and not a percentage. C raised the problems that would cur if a subscriber resold the progr by charging admission to his ho or to the semi-public outlets p- mitted for pay-tv. O'Neil discus servicing problems and said that serviceman should be able to inst five to six decoders in an eight-h day.

O'Neil also said that he did not pect to contract for exclusive rig for a person appearing on free- He would use stars, writers, or p- ducers that have been on free-tv someone else had made an arran- ment for them to appear in a fi feature.

Will Give Teco Preference

However, he added, if Teco w contracting exclusively for Hartf Phonevision, then he would not.

At the end of the afternoon sessi the witness on the stand was Jose S. Wright, president of Zenith Ra Corp. He told commission coun Stephens that Zenith's investment Phonevision, including research a development, was about $10 millio He doubted that Zenith would ma any profit in the 3-year period. H testified that there was no cross over on the board of directors betwe Teco and Zenith.

EVIEW:

'he Secret of the 'urple Reef

0th Century-Fox—CinemaScope

Outstanding highlight of this mys- y films is the beautiful De Luxe olor and CinemaScope photography andled by Kay Norton as director photography. The picture was imed entirely in the Caribbean, with ost of the action taking place on ie water and on a coral reef among ie islands. The story, which is a bit nvolved, is based on a *Saturday Eve- ing Post* serial by Dorothy Cottrell, ith screenplay by Harold Yablonsky.

Jeff Richards and his brother Rich- rd Chamberlain return to the fam- y's Caribbean island to attend their ather's funeral. The brothers learn hat the family's boat, the Cloud, dis- ppeared near the Purple Reef, leav- ig no trace. Without evidence that ie boat was sunk, the insurance com- any refuses to honor the claim. The rothers decide to solve the mystery f the lost ship.

They are aided in their search by obert Earl, an old family retainer. eter Falk, who scored in his recent ole in "Murder, Inc.," plays the own- r of the Dagger, a ship which also as sunk at about the time the Cloud as reported missing. He tries to dis- ourage the brothers from pursuing heir search for the Cloud, even hreatening force to stop them.

The brothers come upon Terence De Marney, the Dagger's engineer, who hints at foul play while refusing o give any information. They learn rom Margia Dean, partner with Falk n a gambling casino on the island, hat De Marney is her father, and hat she has learned that Falk plans o kill him.

Falk cold-bloodedly kills Miss Dean when he learns that she has talked with Richards. Richards is told by De Marney that Falk scuttled his own ship, the Dagger, in an insurance swindle, and had to sink the Cloud below the Dagger so that there would be no witnesses to the crime.

Richards gives a forceful perform- ance as the dedicated seeker for the truth of the missing ship. Falk is properly menacing as the heavy, with the rest of the cast competent in their roles.

The picture was produced by Gene Corman and directed by William N. Witney.

Running time, 80 minutes. Release, in September.

S. R.

SPG Lists Nominations For Third Quarter Film

From THE DAILY Bureau

HOLLYWOOD, Oct. 27. — The Screen Producers Guild announced four pictures—"Psycho," "Sunrise at Campobello," "Sons and Lovers" and "Hiroshima, Mon Amour"—as winners in the third quarter nominations for SPG award for the best produced feature picture of 1960.

Final winners in the feature division, along with those of television series, will be made known at SPG's annual awards dinner next year.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

TRUTH is stranger than fiction dep't: The Philip Morris Ciggies flacks turned down a request to supply smokes for Tennessee Williams' forthcoming Broadway comedy, "Period of Adjustment" for a typical Madison Avenue reason. James Daly, one of the show's stars, for several years has been the voice of Camel Cigs commershills. Reminds us of the time back in 1948 when Ork Pilot Vaughn Monroe had skedded a ditty titled, "Lucky," on his Saturday program, "The Camel Hour" and Tom Luckenbill of the Wm. Esty Agency tossed the tune off the program. (Almost broke this scribbler's heart because we wrote "Lucky.") . . . Produced by United Press International as exclusive 25-minute filmed report, "The 15th General Assembly—First 25 Days" will be shown Sunday Oct. 30 (9:35-10:00 P.M.) over WNTA-TV. Metropolitan New Yorkers will hear addresses made before the United Nations delegates by President Eisenhower, Prime Minister Macmillan, Premier Khrushchev, Marshal Tito among other world leaders. . . . Meyer Davis is sending his top maestro, Merrill Kaye, to conduct the Meyer Davis orchestra at the Houston Country Club Nov. 25. A deal is in the works to feature the tall, dark and handsome Kaye in a TVariety series this winter. . . . First luncheon of the N. Y. Chapter of ATA&S, to be held Tues., Nov. 1 at the Hotel Plaza, will present Chet Huntley as moderator of a panel which includes newshawks Atra Baer, Bert Burns, Nick Kenny, Marie Torre, Marya Mannes and Bob Williams; subject—"TV Today & Tomorrow—The Critics Speak Out." . . . The Lambs Club Testimonial Dinner to Toots Shor last Saturday night turned out to be one of the most successful events ever held at this grand old theatrical club. More than 400 members of the theatre and sports world attended and the great show which included Joe E. Lewis, Bert Wheeler, Tommy Dillon, James Barton, Harry Hershfield, Tom Meany, emceed by Jack Waldron, likewise proved to be a fitting tribute to Mickey Alpert who stepped down after five years as chairman of the Lambs Entertainment Comm. and his successor, Jack Waldron. . . .

☆ ☆ ☆

Danny Thomas and his daughter Marlo, will co-star in "Vendetta," an upcoming "Zane Grey Theatre" CBS-Tvehicle, especially written for this father-daughter drama by Aaron Spelling. Marlo has appeared in "Dobie Gillis," "77 Sunset Strip." . . . Jack Sobel, for the past 10 years v.p. and director of sales, has resigned to become national sales manager at Screen Gems. He'll work on new expansion programs including new live and filmed television series. . . . CBScreen Gems' "Father Knows Best," was voted the American Legion Auxiliary Award as "best family entertainment of 1960" (TV) last week at the convention in Miami Beach. . . . Facts and figures prove that radio has had a renaissance in the national entertainment picture in the past 12 months but it is also interesting to note that a reverse trend has proven of no little help in the resurgence. F'rinstance take the case of "Flair," a daily 55-minute (1-1:55 P.M. ABC network) music-variety radio series emceed by the droll Dick Van Dyke. His supporting cast of regulars include TV stars Phyllis (Thin Man) Kirk, Audrey (Masquerade Party) Meadows, Jonathan (J. Paar Show) Winters, Arlene (What's My Line) Frances and Johnny Desmond. (turn around is fair play -no) . . . Johnny Sterns, former-producer of the "Steve Allen Show," "Arthur Murray Dance Party," "Make Me Laugh," and recently returned from the coast where he sold several original TV packages, has taken over as producer of the "Clay Cole Show" seen Saturdays over WNTA-TV. Johnny avers that he could only be pried loose from his Pacific Palisades home because he knows that the talented Clay is destined for national stardom within a year.

McCaffrey Named

Andrew J. McCaffrey has been appointed director of public relations for WPIX, Inc.—Channel 11 in New York—it was announced by Fred M. Thrower, vice-president and general manager of the station. McCaffrey, a veteran broadcaster with 15 years experience in the corporate public relations field, will be responsible for all internal and external affairs in the public relations area of the station.

Glaser Account Exec.

Robert L. Glaser has been appointed account executive in the Chicago office of CBS Films, Inc., it was announced by James T. Victory, director of syndication sales of CBS Films, Inc. Glaser will be based in the Chicago office and will cover the western Indiana and Illinois territory. Glaser was most recently the Mid-Western representative of ABC Films out of Chicago.

Celler Would Delay Tests of Pay-TV

From THE DAILY Bureau

WASHINGTON, Oct. 27. — The Federal Communications Commission has been urged to turn over the question of pay-television to Congress before deciding to hold a test in Hartford, Conn., by Representative Emanuel Celler (D., N.Y.). Celler, chairman of the House Judiciary Committee, wrote Frederick Ford, chairman of the FCC.

Celler said many Congressmen oppose large-scale testing and could not testify at current hearings because of the elections. The hearings are to decide if RKO General and Zenith Radio Corp. should get permit for a three-year tryout over RKO's station WHCT.

Cites 'Gravest Danger'

Celler added there is the "gravest danger" that pay-tv tests would lead to "total destruction of free tv."

Celler told the FCC that it "would be well advised to refrain from authorizing any further tests and to refer the entire question to Congress, which has the ultimate responsibility in the area of interstate communications."

Celler observed that pre-empting tv channels for pay-tv is "a wanton disregard of the rights of the public." Such action, he asserted, "will turn the substantial cost of a television set into a mere down payment," since "at least $130 a year extra would be paid by the "average family" for receiving "the traditional program fare."

Sees Paying for What Is Now Free

According to Celler, "widespread broadcasting of pay-television on an experimental basis would merely be a prelude to regular subscription television assignments and would threaten the very existence of free program reception upon which millions of Americans have come to depend. The foreseeable result is a television system in which we will all be paying for much the same tv fare as now comes to us without cost."

The anti-trust subcommittee chairman expressed the fear that pay-tv will "contribute to still greater concentration of industry control in the hands of the networks, which may end up by supplying the programming for pay-tv as they do at the present time for free television."

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PEOPLE

Leo Jaffe, Columbia Pictures first vice-president and treasurer, was among the guests at the White House this week for a special luncheon given by President Eisenhower in honor of the Prime Minister of Malaya.

□

George R. Rifkin has been named promotion manager for the Sterling Theatre Co., Seattle. He formerly held a similar post with the Williams Potato Chip Co.

□

John F. Becker, producer and public relations exccutive long active in varied fields, including radio and motion pictures, has joined On Film, Inc., as producer-director and sales representative.

□

Leslie R. Schwartz, president of Metropolitan Theatre Association, has received an award frim the Layman's National Committee in appreciation of the Association's assistance in bringing to the attention of the theatre going public the observation of National Bible Week, Oct. 17-23. **Edwin C. Werle**, national chairman of National Bible Week, made the presentation.

□

Dennis Augustine is the new student booker at M-G-M in Minneapolis. He is a newcomer to the industry.

□

Leon J. Warshaw, M.D., F.A.C.P., consultant in occupational health who also serves as medical director for United Artists Corp. and Paramount Pictures Corp., is currently in London to guide the establishment of an industrial medical service to serve the British employees and staff of U.A. and Columbia Pictures.

□

Jack Beresin, head of Berlo Vending Co., Philadelphia, and former chief barker of Variety Clubs International, has been named to serve on the Legacies and Grants Committee of the Federation of Jewish Agencies of Greater Philadelphia.

□

William Copley, for the past two years manager of Schine's Glove Theatre, Gloversville, N. Y., has been promoted to the post of group manager, with headquarters at Massena, N. Y. **Dewey Van Scoy**, formerly manager of the Bucyrus Theatre, Bucyrus, O., has been transferred to Gloversville as assistant to **Copley**.

□

Charles L. Moore, vice-president of the First National Bank of Boston, has been elected a director of General Drive-in Corp., operators of bowling and shopping centers in addition to theatres.

□

Frank Sculli, salesman for M-G-M in the Philadelphia area, has been named assistant branch manager there. **Dave Titleman**, office manager and head booker, has been appointed a salesman.

REVIEW:

Girl of the Night

Vanguard—Warner Bros.

WERE ONE TO JUDGE by the current rash of motion pictures dealing in some manner with the life and loves of the lowly prostitute, it would seem some producers believe that the public is inordinately interested in the behind-the-scenes activities of the world's oldest profession.

Purporting to be a more or less clinical study of the psychology of girls with love for sale, "Girl of the Night" contains its share of shock moments. To lend an air of authenticity to its subject matter, the film is based on the book, "The Call Girl," by Dr. Harold Greenwald and professes to be a psychoanalytical study of its subject. The picture was well-made by producer Max J. Rosenberg and expertly directed by Joseph Cates from a taut and suspenseful screenplay by Ted Berkman and Raphael Blau.

Anne Francis contributes an extremely sensitive performance as the high-priced call girl who pursues her profession under the guidance of her fiance and procurer John Kerr. The latter promises marriage when Miss Francis' earnings will enable him to live in the luxurious style to which he has become accustomed, thanks to her after-dark activities.

An occupational hazard results in Miss Francis being beaten by a sadistic purchaser of her talents. She turns for help to Lloyd Nolan, a psychologist with offices in her building. Between visits to Nolan in her attempts at rehabilitation, she continues her chosen career as one of the girls in the entourage of Kay Medford, a madam who traffics in higher-priced girls.

MISS FRANCIS escorts Eileen Fulton, a newcomer to the racket, on a double date arranged by Miss Medford. When one of the men in a drunken rage threatens to expose Miss Fulton's prominent parents, she jumps out of a window. When the suicide is hushed up, Miss Francis decides to quit both Kerr and the business. With Nolan's sympathetic help, she finds the courage to take a job as a filing clerk, and to spend her evenings studying art at night school. When her instructor, James Broderick, evinces an interest in her, she finds it difficult to cope with his honest feelings towards her. She misunderstands his emotions and assumes he is like most men she has met.

Still feeling she loves Kerr, she returns to him on his promise of immediate marriage. When Kerr tries to arrange an assignment for her, she rebels and leaves him. The indications are that she will return to Nolan for more treatment in an attempt to lead a normal, healthy life.

The acting performances are uniformly above par, with Miss Medford turning in her usually fine job, as a cynical madam who also supports her man, and Kerr is perfect as the slimy boy friend of Miss Francis. Miss Fulton also is fine as the hedonistic college girl looking for thrills.

The psychological approach to Miss Francis' behavior appears inadequately presented, since it is established that not only was she not forced into the life of a call girl, but no evident arm-twisting (outside her love for Kerr) was used to keep her in it. Also, her decision to leave Kerr and the racket was motivated not so much by her dissatisfaction with the life of a call girl, but more because she felt rejected by Kerr in his refusal to marry her.

Running time, 93 minutes. Release, in October.

SIDNEY RECHETNIK

Douglas Retains R&C

HOLLYWOOD, Oct. 27. — Rogers & Cowan, Inc., has been retained by Kirk Douglas to do special promotion for Bryna Productions and Brynaprod Pictures, it was announced by Stan Margulies, vice-president in charge of advertising and publicity for the Douglas companies. The publicity firm's European representative, Suzanne Cardozo, will coordinate Douglas' press activities in Europe for Margulies during November and December while the actor is filming "Town Without Pity" in Munich and engaging in promotion for "Spartacus" premieres throughout the continent.

'Alcatraz' for U.A.

HOLLYWOOD, Oct. 27. — Burt Lancaster and Karl Malden will co-star in Harold Hecht's production of "Birdman of Alcatraz," for United Artists release. Charles Crichton directs filming at Columbia Studios starting Nov. 7.

'Seven' Here Nov. 8

Mirisch-Alpha's "The Magnificent Seven" will have its New York opening at Loew's Metroplitan Theatre, Brooklyn, on. Nov. 8. The companion feature will be "The Boy and the Pirates." Both films are United Artists releases.

'Bolivar' Pla

(*Continued from page* 1)

ciones Bueno, headed by Don Luis Bueno, pioneer Mexican maker. First "major production" t made under the co-production rangement will be "Simon Boli in Todd-AO and color from a sc by Herbert Kline, said Coates Marten.

The picture, which has a two- production schedule and an $8,0 000 to $10,000,000 budget, will backed by American money and be filmed in English in the actual cale of the activities of the fa South American liberator, it was s

Marten's office has arranged the completion of negotiations fo rotating loan of $5,000,000 over next five years to the Mexican G ernment through its banco Naci Cinematografica, S.A., for "below line" financing of North Ameri and Mexican co-productions, Co said. Marten said this money loaned the bank by a "major Am ican film laboratory" and that Arli ton will be the first North Ameri country to be benefited by it.

Will Make Four Additional

The co-production company make four additional films in Mexi and the American firm will prod four films in the U.S., exclusive the joint deal. The four Mexic films, which are in addition to "Sim Bolivar," are "Let Me Breathe Th der" a low-budgeted film in Cinen Scope and color, which begins sh ing in Mexico Jan. 15, 1961, "S diers of the Sun God," "Day of t Dead" and "The Undefeated."

The domestically produced fil will be two Stephen Longstr novels, "The Promoters" and "Geish "Cause of Death," starring Geor Raft, and one other to be announc

No releasing deal with an Americ distribution company has been set yet, said Marten.

In addition to its entertainme qualities, "Simon Bolivar" is intend to serve as a "propagandistic weap showing the similarity of the Am ican and South American heritag in the struggle for liberation."

'Blue Law' Appeal

(*Continued from page* 1)

not make official announcements of schedules much in advance of t dates set for hearings, the sourc here say they have reason to belie that the entire "blue law" docket w not be taken up until next Januar

One observer commented: "At th time, it was indicated the court wi devote several days—possibly a who week—to the 'blue law' issue, becau of the number of cases it has agre to review which involve Sunday sale

"The South Carolina case befo the high tribunal is on appeal Carolina Amusement Company, Spartanburg, and Drive-in Theatr of South Carolina, Inc., from th South Carolina Supreme Court, whic upheld the validity of state laws lin iting the commercial showing of m tion pictures on Sunday."

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 84 NEW YORK, U.S.A., MONDAY, OCTOBER 31, 1960 TEN CENTS

FCC Hearings End

enith Tells of ay-TV Talks ith Majors

formational: Wright; fer to Hayward Outlined

By E. H. KAHN

WASHINGTON, Oct. 30.—In its t public night session in more than years, the Federal Communica- as Commission heard Joseph ight, president of Zenith Radio, the high-level motion picture in- try people with whom he had n in touch concerning pay-tv and vies.

Wright—alone or accompanied by cials of RKO General or Teco, ., the Zenith Phonevision licensee ad appointments and discussions h: Jack Warner and Ben Kalmen- of Warner Brothers; Robert H. Brien of M-G-M; Spyros Skouras 20th Century-Fox; Abe Montague l Paul Lazarus of Columbia; Rob- Benjamin of United Artists, and rney Balaban of Paramount.

Wright, in answer to questions,

(*Continued on page 4*)

.S. Embassy in Rome o Honor Geo. Stevens

From THE DAILY Bureau

HOLLYWOOD, Oct. 30.—"Hom- e to George Stevens," is title given American Embassy in Rome, ly, to the film festival it will hold is December in The Eternal City, hn L. Brown, cultural attache of e U.S. Foreign Service, today ad- sed the producer-director. Spon-

(*Continued on page 4*)

A to Have 5 Films n Mexican Festival

United Artists will have five en- ies at the Third World Review of ilms Festivals to be held in Mexico ity and Acapulco, Nov. 18 through ec. 6. This is reported to be the first me any film company has ever been widely represented at the Mexican vent.

The UA films are "The Fugitive

(*Continued on page 4*)

Say 70% in Production-Distribution Gave to Political Campaign Funds

Contributions to the industry's non-partisan campaign for the 1960 elections were reported on Friday to be pouring in to Motion Picture Association of America headquarters here.

The campaign officially closed on Oct. 21 but collections are expected to be received up to Election Day.

From the thousands of returns thus far, it was indicated that more than 70 per cent of the participating elements of the industry contributed to the campaign. This response to the industry's first call in history to its employees to support their parties with funds is regarded as highly satisfactory.

To assure complete security, the envelopes containing contributions were assembled to be opened at the

(*Continued on page 2*)

Martin Theatres Gets Five New Outlets

Special to THE DAILY

ATLANTA, Oct. 30. — Martin Theatres, circuit with some 120 theatres in Georgia, Alabama, and Florida with headquarters in Columbia, Ga., has acquired five additional theatres in Alabama from the Muscle Shoals Amusement Co. of Florence, headed by Louis Rosenbaum.

The acquisitions include two theatres in Florence; one in Athens; one in Sheffield; and one in Tuscumbia. Rosenbaum has owned the houses for 42 years.

Solomon Is Chairman Of Pioneer Dinner

Eddie Solomon, vice-president of Embassy Pictures, has been named chairman of the dinner committee for the 22nd annual Motion Picture Pioneer dinner, Nov. 21, at the Waldorf-Astoria's Starlight Roof. The dinner will honor Joseph E. Levine as Pioneer of the Year.

The appointment of Solomon was

(*Continued on page 2*)

Report Attendance Up 75% for S.F. Festival

Special to THE DAILY

SAN FRANCISCO, Oct. 30.—Attendance at the fourth San Francisco International Film Festival has been 75 per cent better than that for previous years, Irving M. Levin, executive director, reported at the weekend.

The festival will come to an end on Tuesday night with the premiere of the Spanish film, "The Little Guide of Tormes." The Golden Gate award will be announced at champagne sup-

(*Continued on page 2*)

Investment House Predicts Theatre Revenue May Hit $1,500,000,000 for '60—All Time High

Theatre revenues are on the upswing and may gross a new all-time high of $1,500,000,000 for 1960, Francis I. duPont & Co. states in its "Investornews" publication for November in an article appraising the film industry.

The publication says the industry is optimistic about its future in the coming months "despite the necessary risk of being forced to evaluate public taste in advance."

On that point it quotes Martin Quigley as follows: "Even though there have been serious problems of adjustment due to the arising of various forms of competition for public time, it still remains a fact that the motion picture is the preferred form of theatrical entertainment throughout the world because of the basic appeal of this method of expression. In this sense, it seems to me that there is no reason why with proper management the outlook for film companies should not be good."

Commenting on this the article says, "That a good measure of this 'proper management' is being exercised may be witnessed by the motion picture industry's vigorous, all-out entry into television and its activities in the recording field. Furthermore, its ability to cash in on its important side assets gives evidence of strength that is not based on showmanship alone."

Annual Awards

Allied States Names Rackmil Man of Year

Marcus 'Top Showman'; Curtis, MacLaine Cited

Milton R. Rackmil, president of Universal Pictures, has been named "Industry Man of the Year" by the Allied States Association of Motion Picture Exhibitors "for his outstanding management contributions and excellent production achievements immeasurably increasing entertainment values for the screens of American theatres," according to an announcement



Milton Rackmil

(*Continued on page 2*)

Governor Lauds Fabian For 'Faith in Albany'

Special to THE DAILY

ALBANY, N. Y., Oct. 30. — Motion picture theatres must be made comfortable, inviting and modern for the public; those which fail to be such, or which fail to be made such will suffer. So declared S. H. Fabian, president of Fabian Theatres, prior to tonight's reopening of the Palace Theatre after completion of a $255,000 refurbishing project. Fabian was congratulated by a spokesman of

(*Continued on page 4*)

Goldstein Fox Branch Head in New Haven

Bennett Goldstein is the new manager of the 20th Century-Fox New Haven exchange, it was announced at the weekend by C. Glenn Norris, general sales manager. Goldstein's appointment is effective immediately and he transfers from his present post of

(*Continued on page 4*)

PERSONAL MENTION

EUGENE PICKER, president of Loew's Theatres, and JOHN MURPHY, executive vice-president, have returned to New York from Toledo.

•

JONAS ROSENFIELD, Jr., Columbia Pictures executive in charge of advertising, publicity and exploitation, will return to New York today from the Coast.

•

NAT WEISS, 20th Century-Fox publicity manager, has returned to New York from Hollywood and San Francisco.

•

JOSEPH FRIEDMAN, Paramount exploitation manager, returned to New York at the weekend from Chicago.

•

ERNEST EMERLING, vice-president and national advertising director of Loew's Theatres, left by plane over the weekend for London on a vacation trip.

•

ROBERT MOSCOW, president of the Rialto and Central theatres, Atlanta, has returned there from New York.

•

BASIL RATHBONE and MRS. RATHBONE will return to New York from London today via B.O.A.C.

•

JOSEPH NEDERLANDER, son of DAVID T. NEDERLANDER, Detroit exhibitor, was married to RITA "RICKI" MOHR of Huntington Woods.

•

PRESTON R. TISCH, president of Loew's Hotels, has returned to New York from Miami.

•

LEO V. SEICSHNAYDRE, field representative in Louisiana for Howco Pictures, is being treated for a heart attack at the Hotel Dieu, New Orleans.



Honor Rackmil

(*Continued from page* 1)

by Jack Kirsch, general chairman of the Allied convention which will be held at the Conrad Hilton Hotel in Chicago Nov. 7-9.

The award, which is based upon a poll taken among Allied exhibitors in the United States, will be made at the annual banquet of the convention on the evening of Nov. 9.

In the same poll Ben Marcus, chairman of the board of Allied and head of the Marcus Theatres circuit in Wisconsin, was selected as "Showman of the Year" for his outstanding showmanship efforts in developing the Marcus-COMPO Merchandising Plan.

Wilder Top Director

Tony Curtis was named "Male Star of the Year" for his "acting contributions and excellent entertainment performances," during 1959-1960 and Shirley MacLaine was named "Female Star of the Year." Billy Wilder was named "Outstanding Director of the Year" for his directorial contributions and "the excellent entertainment values" of the pictures he directed.

S.F. Festival

(*Continued from page* 1)

per held in the Garden Court of the Sheraton-Palace Hotel following the film. The fete is jointly sponsored by the Association of the United Nations and the San Francisco Art Commission.

Street dancing and refreshments will be featured for all who attend the Holland entry, "Symphony of the Tropics," tomorrow night.

Friday night the Foreign Film Theatre Owners of Northern California held a reception and dance following the showing of Germany's entry, "A Man Goes Through The Wall." Unusual setting for the affair was the spacious grand foyer of the Fox Theatre here. The party honored representatives of the foreign nations participating in the festival. More than 100 guests attended.

Seven Play Host

Exhibitor hosts of the fete were Irving Ackerman, Roy Cooper, John Parsons, Martin Foster, Gerald Hardy, John Klee, Herbert Roesener and Maury Schwarz.

The San Francisco Festival, a nonprofit civic enterprise under the auspices of the Art Commission, will have premiered 20 full length feature films during its two-week run with more than 30 short subjects being screened. The new 16mm "Films As Communications" section held on three afternoons at the Metro presented over 20 documentary subjects for judging. These results also will be announced at the awards ball.

MBC Gains in Both Net Income, Revenues

Metropolitan Broadcasting Corporation showed gains in net income and gross revenues for the third quarter ended Oct. 2, 1960, John W. Kluge, chairman and president, said at the weekend in his letter to shareholders. Metropolitan's gross revenues for the quarter climbed to $11,125,281 and for the 39 weeks ended Oct. 2 to $30,303,176. Income from operations for the quarter totaled $1,695,109 and for the 39 weeks it was $5,208,040.

Net income, before special charges and amortization of goodwill, for the quarter was $301,428 and for the 39 weeks it was $1,170,176 or 18 cents and 69 cents per share, respectively. Net income after all charges for the quarter was $287,323 and for the 39 weeks $1,035,247. Net income per share, based on a total of 1,699,137 shares outstanding, was 17 cents for the quarter and 61 cents for the 39-week period.

Comparisons Not Made

Comparisons with like periods in 1959 have not been made because of the broad changes in the company's operations and major additions to its properties early this year, Kluge stated.

Sues RKO Teleradio On Europe Distribution

An action charging RKO Teleradio Pictures with breach of contract and asking $500,000 damages was filed in U. S. District Court here last week by Gibraltar Pictures, Ltd., of London.

The plaintiff claims it had contracted for European distribution rights to RKO Teleradio's "No Road Back" but when the latter disbanded its distribution organization without notifying the plaintiff, it assigned distribution rights to the picture to J. Arthur Rank and other companies.

Last year, Gibraltar started a similar action against RKO Teleradio over British distribution rights to the latter's film "Guilty." That action is still pending.

Solomon Chairman

(*Continued from page* 1)

announced by Simon H. Fabian, president of the Pioneers. At the same time, Fabian revealed that Marvin Kirsch, a vice-president of the Pioneers, will serve as co-chairman of the event.

Other committee assignments include dinner treasurer, William J. German; new members, Charles A. Alicoate; trade papers, Mort Sunshine and T. J. Sullivan; publicity, Edward S. Feldman.

Tickets for the dinner are available from German. Due to limited seating capacity, attendance at the affair is confined to members of the Pioneers.

CampaignFun

(*Continued from page* 1)

offices of the Manufacturers T Company at Fifth Avenue and 4 Street, New York.

Under the supervision of bank ficials, two teams of six Democ and six Republicans spent nearly entire day counting the first c tributions. No member of any mo picture company taking part in campaign was present.

The double-sealed envelopes w opened exclusively by representati of the two political parties. Contri tions came in the form of c checks, money orders and char Those contributors who requested ceipts will receive them from offi party representatives, MPAA said

Statement by Johnston

Speaking for the motion pict producing and distributing com nies, Eric Johnston, president MPAA, called the results most gr fying. He said:

"This industry can do things v and do them fast when it gets beh a project. This campaign was star late and has been under way o about three weeks.

"In this time the drive had cover the country from New York Hollywood and all the distribut centers in between.

"The heads of the companies w to work with a will. In the ho offices, in the studios, in the changes, in the subsidiaries, the pointed leaders followed up energ cally, carrying the drive to each e ployee.

Many Gave Twice

"Many employees, it was fou had already contributed to the part of their own choice, but that did stop a good many of them from co tributing again through the indust

"This year was the first. It is t start of what will be a renewed a similar effort in future national ca paigns. Next time let's begin ea enough to include all elements the industry. The time to start thi ing and planning for it is now."

Johnston emphasized that there still time for those who have not y contributed to do so. "The part in this important election need t money and have many uses for it."

A report on the current collectio will be made after all the returns a in, MPAA said.

Rogers Benefit Tickets

Tickets have gone on sale for t performance of "Exodus" at the W ner Theatre here on Dec. 18, a ben fit for the Will Rogers Memor Fund, it is announced by Thomas Rodgers, chairman, and Arth Rosen, co-chairman of the special a tivities committee for the fund.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bure Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

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GROSSED $17,196 —1st WEEK (rerun)
Original Premiere 8 years aga
GROSSED $18,714—1st WEEK
...still going strong

MONTREAL — IMPERIAL THEATRE
Opened July 12, 1960
GROSSED $16,700—1st WEEK (rerun)
Original Premiere Dec. 1954
(HOLIDAY WEEK) GROSSED
$17,250—1st WEEK
...still going strong

MINNEAPOLIS — CENTURY THEATRE
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GROSSED $20,350—1st WEEK (rerun)
Original Premiere 6 Years Ago
GROSSED $20,313 1st WEEK
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PEOPLE

Jerome M. Evans, Universal Pictures Eastern production manager and an instructor in marketing at the Bernard Baruch School of Business Administration of the College of the City of New York, will address the accounts of the Diamond Sales Corp. on motion picture, television and radio tie-ups with retailing at their dinner discussion meeting in the Peter Warren Room at One Fifth Avenue this evening. The theme of the meeting is "The Application of Showmanship to Retailing."

□

Frederick G. Storey, president of Storey Theatres, Inc., Atlanta, and vice-president and director of Motion Picture Theatre Owners of Georgia, has been reelected president of the Family Service Association of America.

□

Al Cogsdale, for the past 10 years active in the exhibition field in Roanoke, Va., has joined the Wilby-Kincey circuit as manager of the National Theatre, Greensboro, N. C., succeeding **Bob Stroh,** who has been transferred to Bluefield, West Va., as city manager there.

□

Jose M. Padilla, specialist in Latin American affairs with special emphasis on advertising and public relations, has joined the unit sales staff of "Pepe," G.S.-Posa International Production for Columbia Pictures release. He will work with the Spanish-speaking population of the metropolitan area of New York.

U.S. Rome Embassy

(*Continued from page* 1)

sored by American Embassy to inaugurate its program of cultural events for the 1960-61 season, "Homage to George Stevens" will present in the theatre of the Embassy a series of Stevens' award-winning films, including "Gunga Din," "Alice Adams," "The Diary of Anne Frank," "Giant," "Shane," "A Place in the Sun," "I Remember Mama," "Woman of the Year" and "The More the Merrier."

Although Stevens was officially invited by the American Embassy to attend the film event in Rome, it is unlikely that he will be able to be present because of his collaboration with Carl Sundburg and Ivan Moffat in writing the screenplay for his forthcoming production on the life and times of Jesus, "The Greatest Story Ever Told."

U.A. to Have 5

(*Continued from page* 1)

Kind," "The Apartment," "Tunes of Glory," "Inherit the Wind" and "Never on Sunday." The World Review is limited to films which have won prizes at film festivals held throughout the world earlier in the year.

Tell of Zenith-Majors Talks

(*Continued from page* 1)

asserted that the meetings were designed to acquaint the film companies with their plans, establish their interest in pay-tv, and discuss the product that had been made available for other pay-tv tests. Wright noted, however, that he "wouldn't say that the purpose of these meetings was to persuade them to make the product available."

Under questioning by commissioner Cross, Wright said that he thought the Hartford test would cost Zenith "considerable money." He said "I don't know how to answer that" when Cross requested that the market Zenith is "shooting for, in the magnitude of money" be spelled out. Indicating his willingness to submit to the judgment of the market place, he said that if Hartford is tested for pay-tv, and the test fails, he is "certain that neither Mr. O'Neil (Thomas O'Neil, Phonevision president) or Zenith will want to go any farther in it."

Won't Subsidize Any Source

Wright told commissioner Bartley that "Zenith has absolutely no plans to subsidize any product source." He also told the Broadcast Bureau counsel, Louis Stephens, that Zenith is not "going to finance any entertainment or book any entertainment or be in the production of entertainment."

Wright agreed with Stephens that Zenith and Teco would submit their publicity to RKO General for clearance before its release. This was later confirmed by Pieter Van Beek, president of Teco.

The final session of the hearings was marked by the commission's persistent rejection of Marcus Cohn's efforts to put into the record various pieces of economic data relating to consumers' net spendable income for recreation and entertainment, surveys of television set ownership, consumer expenditures, and the like.

Doubts Accuracy of Judgment

It was Cohn's contention that any test made at Hartford was not meaningful unless it covered a cross-section of a group that would include various occupations and various income brackets. He said that FCC could not make a judgment about whether nationwide pay-tv was feasible if, for example, only 50 per cent —or possibly only the rich—could afford it.

The Broadcast Bureau took the position that FCC did not have to make an economic judgment and that Cohn's argument really related to the validity of the third report, or even rule-makings preceding it, but not to the procedure of this hearing.

Cohn maintained that these statistics were vital not only to show that the test would be a "flop"—for he was sure of that—but because FCC would not have adequate information to judge pay-tv on national basis.

Chairman Ford ruled not to admit the material on the ground of irrelevance. He noted that even though the net spendable income of some groups was very low, their rooftops might be covered with tv antennae.

Cohn also got into the record part of Leland Hayward's one-year contract with Teco as a consultant. Excluded was the amount of Hayward's salary and the specific mention of a city for which they substituted a phrase. The important part of the contract had to do with investment opportunities offered to Hayward. It appears below, with the substituted phrase in brackets: "Unless this agreement is terminated before March 22, 1961, you shall thereafter have the personal right, at your option, to select any one, but not more than one, of the following investment opportunities:

"(a) To subscribe for the purchase at par value up to 12½ per cent of all common shares to be issued by a Phonevision programming company upon its organization, including the rights to assign to one or more of your assistants up to one-fifth of those subscription rights; or

"(b) To enter into a Phonevision franchise agreement for your choice of any U.S. television market not larger than a certain major metropolitan market in the U.S.; or

"(c) To participate in some other investment opportunity in the commercial development of subscription television that comes to Teco's attention before Sept. 22, 1964; provided, however, that ownership of the investment opportunity selected personally by you may be vested in any corporation controlled by you."

These investment opportunities expire by Sept. 22, 1964, if not exercised.

Hayward Tells of Activity

It was Cohn's contention that Hayward should not work for Teco while he had about a year left of his present CBS contract. Hayward maintained under questioning, that he was at present involved in various media, that many producers were, and that he saw no conflict of interest.

Hayward told the commission that he personally thought it would be very hard to put tv cameras on a stage during an actual performance, but that plays could be written with this in mind. He admitted that some Broadway plays might have to have deletions of certain lines. However, he noted, that when "Mister Roberts" toured, there were three versions of the play for different areas and they were all successful.

The problems of product designed especially for television were unique and he admitted that he didn't know the answer. He did not know whether he, himself, would produce any. He said that during the first six months he would make various plans.

All attorneys in the case waiv the right to make summations. T record remains open until Nov. 1

Stein Confirms Setup Of Statewide Circuit

From THE DAILY Bureau

LOS ANGELES, Oct. 30. – I Stein confirmed at the weekend formation of the Statewide The Circuit, Inc., which is the comp that acquired the 12 theatres invo in the recent sale by Electrovisio Stein. Officers of Statewide are St president; Ezra E. Stern, vice-p dent and general counselor; Mi Stein, vice-president; Robert St secretary-treasurer.

James Janopolous, formerly the NTA booking department, is j ing the Stein organization, where will aid film buyer Keith McCall It was also announced that Tom P. for many years closely associated late Charles Skouras and more cently with Electrovision, as wel Jules Lambsfield, district manager Electrovision, will start with Stei Wednesday.

Stein further announced the lowing changes: Ric Ricord will charge of the new purchasing dep ment and retain supervision of Capri and other San Diego theat Harry Wallace, besides supervi the Paramount Hollywood The the Beverly (Beverly Hills), plus other houses, takes charge of the vertising and exploitation dep ments for the entire circuit.

Goldstein Named

(*Continued from page* 1)

sales manager of the company's P adelphia branch.

An industry veteran of 17 years, started as an apprentice booker in M-G-M Albany branch, moving to Schine circuit eight years later in post of film booker. Bennett joi 20th-Fox in 1952 as a salesman in Cleveland office, transferring a y later to the Indianapolis branch the same position. Shortly thereaf Bennett was named sales manager the Cincinnati branch, and sub quently sales manager of the Phi delphia office, a position he held u his new promotion.

Fabian Praised

(*Continued from page* 1)

Gov. Nelson Rockefeller and by M yor Erastus Corning for "demonstr ing faith in the future of downto Albany, as evidenced by the exp diture of so large a sum."

Explaining that the face-lifting h "is part of a program we have draft and have carried out in vari states," Fabian pointed to the f that other circuits have institut similar programs. "We do not cla a monopoly on the idea," he said, b we certainly are placing great str upon it."

The Fabian circuit recently co pleted major rehabilitation progra in Harrisburgh, Pa., and Roano Va. Others are in progress.

nternational Premieres Herald "The Alamo"

JOHN WAYNE's $12,000,000 motion pieture epic, "The Alamo" had its gala world premiere in San Antonio, Texas, last week, climaxing the biggest premiere celebration in Texas history. The San Antonio opening, covered by the press of 24 nations, was followed by equally impressive premieres in New York and London. Sponsored by MEDICO, the New York premiere at the Rivoli Theatre drew notables from diplomatic and entertainment fields. In London, Princess Margaret and members of the Royal Family played host to Wayne at a dazzling benefit premiere at the Astoria Theatre. Pictured on this page are highlights of the two-continent impact registered by the United Artists release.

NEW YORK



Thousands of New Yorkers converge on Broadway and 49th Street for the star-studded benefit premiere at the Rivoli Theatre. Highlights of the opening were beamed to millions throughout the world by NBC Monitor, the Voice of America and the Armed Forces Radio Network.

EW YORK



ger H. Lewis (right), United Artists vice-president, welcomes rroll Baker and director Jack Garfein to the Rivoli. The hus-ıd-and-wife team recently completed "Something Wild" for release.

SAN ANTONIO



Wayne is introduced to crowds gathered before the Woodlawn Theatre by Tommy Edwards, radio and television personality. Also participating in the San Antonio festivities were Richard Widmark, Richard Boone, Linda Cristal, Chill Wills and Pat Wayne.

ONDON



ayne presents the silver-mounted saddle to Princess Margaret special ceremonies at the London premiere. "The Alamo" ddle was flown to England from Texas for presentation at the la opening hosted by members of the Royal Family.

SAN ANTONIO



As part of the pre-premiere ceremonies, San Antonio's Chamber of Commerce and a 250-man world premiere committee staged a program of entertainment for visiting guests and press. The event was covered by an international corps of 100 newspaper, radio, television and newsreel reporters. *(Advt.)*

THEY'LL BREAK DOWN THE DOORS FOR THIS ONE

WHILE YOU ADD UP THE PROFITS!!



20th CENTURY-FOX presents

JOHN WAYNE
STEWART GRANGER
ERNIE KOVACS | FABIAN

NORTH TO ALASKA

CINEMASCOPE
COLOR by DE LUXE

And **CAPUCINE**

PRODUCED AND DIRECTED BY **HENRY HATHAWAY**
SCREENPLAY BY JOHN LEE MAHIN / MARTIN RACKIN / CLAUDE BINYON



It's BIG! It's BOISTEROUS! It's BRAWLING!
It's another BONANZA from 20th!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 85 NEW YORK, U.S.A., TUESDAY, NOVEMBER 1, 1960 TEN CENTS

ells of Berlin

Golden Report Urges Support Of Film Fetes

Asks Industry and Govt. To Send Pictures, Players

By E. H. KAHN

WASHINGTON, Oct. 31. – Continued U.S. support of the Berlin Film Festival is urged by Nathan D. Golden, official U.S. delegate to the event and head of the Commerce Department's motion picture division.

"Close cooperation between government and industry are essential, if international motion picture presentations are to be fully effective and reach their potential value," Golden notes.

In a letter to Secretary of State Christian Herter, Golden asserts that entertainment, documentary, and educational films must continue their free exchange between the countries

(*Continued on page 5*)

Set New 'Royal Film' Performance Method

From THE DAILY Bureau

LONDON, Oct. 31.–A new procedure for selecting a film for the Royal Film Performance–unanimously agreed by the trade associations–is announced by the Cinematograph Trade Benevolent Fund (CTBF).

Under the new system, producers or distributors are asked to submit immediately the titles of films they think will be suitable for the occasion, together with full details including

(*Continued on page 4*)

Color Newsreels of Parliament Opening

From THE DAILY Bureau

LONDON, Oct. 31.–For the first time in history, the State Opening of Parliament tomorrow, will be filmed from inside the House of Lords in color by Technicolor, by Pathe and Movietone newsreels.

In view of the decision made earlier this year to preclude tv cameras from

(*Continued on page 4*)

International Exhibitors Union Warns Of Adult Films Damage to Attendance

From THE DAILY Bureau

LONDON, Oct. 31.–A systematic policy of making films placing emphasis on sex or violence is seriously affecting the broad appeal of the cinema, warned an extraordinary meeting of the international union of exhibitor associations (L'Union Internationale d'Exploitation Cinematographique) held in Milan.

The industry could live only by the large audiences which it welcomed into its theatres and it was committing a fatal error in pursuing the policy of increasing the production of co-called adult films, particularly those which emphasise sex and violence, it was pointed.

Delegates at the meeting also

(*Continued on page 5*)

Skouras Checking on 20th's Filming Abroad

Spyros P. Skouras, 20th Century-Fox president, has embarked from London on a global trip to visit the company's production activities abroad.

In London, Skouras conferred on "Cleopatra," on which producer Walter Wanger has begun filming exteriors without star Elizabeth Taylor, who is ill. In the last two weeks, 20th-Fox finished editing on "The

(*Continued on page 2*)

Vital Coast Museum Post For Dr. Peters, Pioneer

From THE DAILY Bureau

HOLLYWOOD, Oct. 31. – Dr. Thomas Kimmwood Peters, who in 1908 aided in the launching of this area as a permanent film production site, has been retained by Hollywood Museum Associates as a consultant in framing the entire history of the projection of moving images, from the

(*Continued on page 4*)

Vogel at Studio for Production Conferences

From THE DAILY Bureau

HOLLYWOOD, Oct. 31. – Joseph R. Vogel, president of Metro-Goldwyn-Mayer, is here for conferences with studio head Sol C. Siegel, and to screen pictures newly completed and now in production. He is accompanied by Robert O'Brien, vice-president and treasurer, and George Shupert, vice-president in charge of MGM-TV.

During a week of meetings, Vogel

(*Continued on page 2*)

Film Quality Improves, Fabian Says, But Industry Needs More Top Writers

Special to THE DAILY

ALBANY, Oct. 31.–"An improvement in the quality of motion pictures made in Hollywood during the past 15 years is noticeable, but the industry needs more releases with boxoffice appeal, and the answer lies in the development of a larger number of talented, creative writers," S. H. Fabian, president of Stanley Warner Corp. declared in interviews here, at the weekend.



S. H. Fabian

Fabian emphasized that "writers hold the key to the production of strong-draw motion pictures." Without top flight writers–Fabian several times used the word "geniuses"–, successful screen fare can not be fashioned.

"I think the 1920s produced great writers – Hemingway, O'Neil and others," commented the veteran exhibitor executive. "We have good writers now, but not sufficient for the requirements of the motion picture screen. We need more in the 'genius' class."

Asked if there were any way to "accelerate the discovery or development of writing geniuses," Fabian replied: "You answer that." He seemed to say that "geniuses" may come in

(*Continued on page 2*)

Harling Claims

22 Million Anti-Pay TV Signatures

Says 127 Solons Pledge To Vote for Pay-TV Ban

Special to THE DAILY

ALBANY, Oct. 31.–An estimated 80,000 motion picture theatres patrons in the Albany exchange district, and 22,000,000 nationally signed petitions against pay-television. So Attorney Philip J. Harling, of New York, a leader for five years in the exhibitors' fight against pay-tv, reported here at the weekend.



Philip Harling

Harling added that he had received the pledge

(*Continued on page 3*)

Name Sternburg Head Of Allied of N.E.

Special to THE DAILY

BOSTON, Oct. 31.–Allied Theatres of New England elected Robert M. Sternburg, president of New England Theatres, Inc., president at its annual meeting here Friday.

Allied also elected Samuel Pinanski, president of American Theatres Corp., national representative of the organization. John J. Ford, Maine and

(*Continued on page 5*)

Ga. Business Women Back Film Censorship

Special to THE DAILY

ATLANTA, Oct. 31.–The Business and Professional Women's Club of Atlanta has said it is opposed to the elimination of movie censorship.

In a resolution the club requested Atlanta's mayor and aldermen "to oppose any efforts to eliminate such

(*Continued on page 4*)

PERSONAL MENTION

GEORGE WELTNER, president of Paramount Film Distributing Corp., and MAURICE NEWTON, member of the Paramount Pictures directorate, will return to New York from Europe today aboard the "Queen Elizabeth."

•

CHARLES B. MOSS, president of B. S. Moss Theatres, returned to New York yesterday from Paris, London and Madrid.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Minneapolis today from here.

•

WILLIAM RICHARDSON, president of Capital Releasing Corp., Atlanta, has returned there from Jacksonville.

•

WILLIAM REICH, vice-president in charge of foreign distribution for American International Pictures Export, returned to New York yesterday from Europe.

•

CYD CHARISSE will return to New York from London today via B.O.A.C.

•

LOUIS J. FINSKE, president of Florida State Theatres, Jacksonville, has left there with MRS. FINSKE for a vacation in Japan.

•

BEN SCHWALB, Allied Artists producer, has returned to Hollywood from New York.

•

BURT HIRSCHFIELD, of the M-G-M home office advertising-publicity department, has returned to New York following a tour with DUNNINGER, mentalist, to Cincinnati, Indianapolis and Cleveland.

Saturation Bookings For AIP's 'Goliath'

From THE DAILY Bureau

HOLLYWOOD, Oct. 31.—Multiple saturation bookings for American International Pictures' newest color spectacle, "Goliath and the Dragon," have been set in Dallas, New Orleans, Philadelphia, Charlotte and Salt Lake City on its national release date, Nov. 4, it is announced by Leon P. Blender, AIP's vice-president in charge of distribution.

According to Blender, all 600 prints of the feature will be in use during month of December, concentrating on holiday playing time.

Vogel at Studio

(*Continued from page* 1)

and Siegel will go over the schedule of productions in final preparation, among them "Mutiny on the Bounty," "Ada," "Lady L" and "How the West Was Won," as well as plans for the first anniversary celebration of "Ben-Hur" and the premiere of "Cimarron" in Oklahoma City Dec. 1.

Pictures to be shown for Vogel include "King of Kings," now being edited, "Where the Boys Are," Christmas-New Year holiday release, and "Atlantis, the Lost Continent," plus footage filmed to date on "Four Horsemen of the Apocalypse" and "Spinster," which is now before the cameras.

Reuters to Associate With News Film Agency

From THE DAILY Bureau

LONDON, Oct. 31.—Reuters news agency, with its network of communications and correspondents, is to become associated with the British Commonwealth International Newsfilm Agency (BCINA), the visual news reporting agency. This will lead, it is stated, to the world-wide expansion of BCINA's resources.

The other shareholders in BCINA, which was established in 1957, are: The British Broadcasting Corporation, The Rank Organisation; the Canadian Broadcasting Corporation and the Australian Broadcasting Commission.

Among the BCINA subscribers are the major West European tv stations, three tv stations in Eastern Europe and tv stations in North America, Japan, the Middle East, North Africa, Thailand, Australia and New Zealand.

In addition to its headquarters in London, BCINA has offices in Singapore, Paris, New York and Hilversum. BCINA staff cameramen are posted in the principal capitals of Europe, in the Middle East, and in South East Asia, and it has an international network of freelance cameramen.

Technicolor's Gunn Due Here on World Tour

From THE DAILY Bureau

LONDON, Oct. 31.—George Gunn, joint general manager of Technicolor Ltd., is due in New York tomorrow to begin a two-month world tour.

After consultations with Technicolor Inc. executives in Hollywood he will fly on to Japan where he will have pre-production discussions on "My Geisha," which is being filmed in Super Technirama-70. He will then visit India for meetings with leading producers and directors of the Indian industry and discuss forthcoming productions.

Loew's, RKO Cross-Plug Films in Columbus

Special to THE DAILY

COLUMBUS, O., Oct. 31. — Patrons of Loew's Ohio and Loew's Broad here thought they had wandered into the wrong theatres by mistake when they saw trailers plugging the premiere of Cinerama at the opposition RKO Grand. It was a gesture of friendship arranged by manager Sam Shubouf of the Ohio and manager Robert Sokol of the Broad.

Film Quality

(*Continued from page* 1)

cycles; from where and when, no one can predict.

"How many students are enrolled in college dramatic and writing courses, across the country?" inquired Fabian. Giving the answer, "Probably 30 to 40 thousand," the circuit head added, "How many of them are great writers?"

Fabian pointed out that "There is today a surfeit of entertainment: motion pictures, television, radio, stage plays, ballets, concerts, and the like. As a result, audiences have become more discriminating, more selective."

He declared, "No star, regardless of his or her stature, can make a bad picture a good one. On the other hand, good pictures have been produced without stars."

"No 'formula' for the production of successful motion pictures has been developed," Fabian continued. "No theme, no emphasis is 'surefire!' The person who could devise a 'formula' would not be a millionaire; he would be a billionaire."

"Born and brought up in the motion picture business, I have no basic aspirations for other fields," Fabian told a television interviewer. "I have stars in my eyes and sawdust under my feet; I want to live and to die in the motion picture business."

"I hope," he added with a smile, "to die in it—with my boots on."

Fabian emphasized that "Motion pictures reflect the mores of the times; they do not form the mores. This is an age of greater frankness. 'Four-letter' words, once almost unheard of in books, now appear regularly in them. The screen is "'reflecting' this 'frankness'," he said.

Trans-Lux Dividend

Trans-Lux Corp. directors have declared an annual dividend of 30 cents per share on the capital stock of the corporation, plus an extra 5 per cent stock dividend. The cash dividend is payable Dec. 16 to holders of record on Nov. 21, while the stock dividend is payable Jan. 17, 1961, to holders of record on Dec. 16, 1960.

Skouras Check

(*Continued from page* 1)

Millionairess," starring Sophia Lore Peter Sellers and Alistair Sim; "Circ of Deception," starring Bradford Dil man and Suzy Parker, and "Th Queen's Guard," starring Raymon Massey, all filmed in London.

Skouras next will stop in Greec where "It Happened in Athens starring Jayne Mansfield and "Th Lion of Sparta," starring Richar Egan, are filming.

From Greece, he will go to Egy where "Justine," will be made b Joseph L. Mankiewicz. Skouras wi also finalize arrangements for th Egyptian exteriors of "Cleopatra. He then goes to Italy, where "Fran cis of Assisi," with Bradford Dillma and Dolores Hart, is shootin "Esther and the King," starring Joa Collins and Richard Egan recentl wound up production in Rome.

Louella Hits 'Unhealthy Films in Hub Interview

Special to THE DAILY

BOSTON, Oct. 31.—Blasting "un healthy" films, Hollywood columnis Louella Parsons arrived in Boston t visit her daughter, Harriet, co-pro ducer of the pre-Broadway comed tryout, "The Rape of the Belt" at th Wilbur Theatre on Friday.

"There is too much of the un healthy in films. I don't have any thing against sex, but perversion i something else again," the noted col umnist said.

"To me some of the films made nov are shocking. We all have enoug trouble and when we go to the thea tre we want to be entertained. I wan to see films made that will get fam ilies back into the theatre."

Services for Elsie Loeb

CLEVELAND, Oct. 31.—Film an theatremen attended the memoria services for the late Mrs. Elsie Loeb in the Suburban Temple here las Thursday. Mrs. Loeb, long-time film trade correspondent, collapsed an died in Vienna on Oct. 20 durin her first European vacation. A son Dr. William J. Loeb of Mount Sina Hospital, here, and four grandchil dren survive her.

NEW YORK THEATRES

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Rockefeller Center • Ci 6-4600
DORIS DAY · REX HARRISON
IN A ROSS HUNTER-ARWIN PRODUCTION
"MIDNIGHT LACE"
A Universal-International Release in EASTMAN Color
ON STAGE "BRAZIL"— EXCITING, EXOTIC SPECTACLE.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher. Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

80,000 Is Invested n Norwood Studios

From THE DAILY Bureau

WASHINGTON, Oct. 31.—Greater ashington Industrial Investments, c., is investing $80,000 in Norwood udios, Inc., it was announced joint- by Philip Martin, president of Nor- ood, and Dr. Arch C. Scurlock, pres- ent of GWII. The investment will in 5-year 8 per cent debentures rrying detachable warrants for the rchase of up to 16 per cent of Nor- ood's total common stock.

Norwood Studios is a producer of n-theatrical motion pictures. Its oductions have received such vards as the grand prize at the Ven- e Film Festival, the Freedoms oundation Award, the Brotherhood Christians and Jews Award and the ilver Reel Award. It was established 1951 by Philip Martin after his re- rn from Hollywood where he had een associated for 10 years with aramount and RKO. As supervisory ditor for RKO, he edited "The House Live In," which won the docu- entary "Oscar" in 1947.

To Reopen in Mpls.

MINNEAPOLIS, Oct. 31. — Under anagement of the Cygnet Corp., epresented by William Cumberland, he Leola Theatre here is scheduled open Nov. 2. Closed in May, 1958, was revamped in 1959 for musical tage reviews and closed again.

Cumberland explained that the resent management plans to select he best films after the downtown uns but will cater to no particular ge group. The only deviation from his will be children's Saturday mati- ees.

To Honor Naifys

SAN FRANCISCO, Oct. 31. — Board chairman Michael A. Naify, who founded the United California Theatres, and his two sons Marshall, now president, and Robert A., vice- president and general manager, are being honored by Northern California exhibitors this week during the cele- bration of the 35th anniversary of the theatre circuit.

Approximately half of the 83-thea- tre chain are in San Francisco in the Bay area.

Japanese Theatre Operators Seek to Keep Admissions at Minimum; Cite Some Cutting

Special to THE DAILY

TOKYO, Japan, Oct. 29 (By Air Mail)—The National Assoeiation of Japanese Motion Picture Theatre Operators has formally requested the Health & Welfare Ministry to keep movie admissions in Japan at a minimum of 14 cents.

The operators say that a number of theatres, hard-pressed by tv and a popular movement toward sports attendanee, have gone below this price in presenting double features and even triple features and that this action constitutes what is considered exeessive competition.

This is the first time that theatre owners have tried to keep admissions up to a certain level. The worst offenders, says the association, are 300-400 "borderline" theatres of which ownership is constantly changing as their operators fight to make them pay. Japan has some 8,000 theatres.

22 Million

(*Continued from page* 1)

of "127 members of the House of Representatives, to vote for a ban on pay-tv."

Harling said that the petitions against pay-tv were signed in theatre lobbies. They were forwarded to congressmen in the respective districts in which the documents originated.

In the Albany-Troy area, Congressman Leo W. O'Brien received the petitions; in the Schenectady-Amsterdam-Gloversville-Oneonta section, Congressman Samuel S. Stratton. Both men, running for re-election, promised in effect to vote for legislation, which would ban television-for-pay. They are considered "friendly" to exhibitors.

Harling Tells of Caution

Harling emphasized that care was exercised to insure "There were no blank signatures . . . in other words, the signing of unprinted sheets."

He stated that no member of the House Committee, headed by Congressman Oren Harris—which is "studying" the question of television-for a fee—had taken a public position, one way or the other. This hands-off attitude was to be expected, he added.

Harling declined to predict the outcome of the intensified fight to prevent the use of the airwaves for pay-tv. He indicated, however, that the effort will be continued, unabated.

Clarks Dine Trevelyan; He Backs Classification

From THE DAILY Bureau

WASHINGTON, Oct. 31. — Kenneth Clark, vice-president of the Motion Picture Association of America, and Mrs. Clark were hosts at a luncheon for the secretary of the British Board of Film Censors and Mrs. John Trevelyan. MPA president Eric Johnston and Mrs. Johnston also attended.

Trevelyan, addressing the guests —mostly government officials and newsmen—pointed out that film censorship in Britain is "as much a form of self-regulation as anything else." He noted that the "movie industry is growing up," and said he is "delighted that it should." He expressed his belief that motion pictures are more influential than any other form of entertainment.

Trevelyan added that he thinks a system of classification can give scope to the film-maker to explore "tricky subjects" and still afford ample authority to protect children.

Noting that the big danger point for films in Britain is not sex but violence and brutality, he said that the British Board of Censors tries to reflect the opinion of reasonably intelligent people. Since there is no written code, he observed, the censor board is flexible—it can be more generous to sincere pictures which try to handle a difficult problem, but can crack down on films that seek to exploit such material.

UK Exhibitors Gain in Fight Vs. Sunday Tax

By WILLIAM PAY

LONDON, Oct. 31.—Following industry representations, more and more local authorities are reducing or abolishing the Sunday Opening levy—which exhibitors have to pay for the privilege of opening on Sunday.

At the annual dinner of the Birmingham CEA (Cinematograph Exhibitors Association) branch, chairman A. G. May announced the latest, a reduction of 95 per cent by Birmingham and complete abolition by the neighbouring town of West Bromwich. Earlier the London County Council approved a recommendation cutting the levy by £10,000 (12½ per cent), the second year in succession that the LCC has granted such a cut.

Drive in Progress 3 Months

A special effort to secure a substantion reduction in the Birmingham levy began three months ago when May called together the principal exhibitors contributing to the levy. S. K. Lewis of the ABC Circuit and R. Dewes of Rank's CMA circuit, also attended as national representatives of the circuits. The Birmingham concession reduces the amount to be paid in the city by exhibitors to a nominal annual £500 ($1,400).

May stated that the reduction achieved is probably the greatest single concession ever granted in the course of the industry's eampaign against the levy, which in Birmingham at one time amounted to £16,-000 ($44,800) annually. "I am sure," he added, "that the good example set by the Midlands will be followed up and down the country and we shall soon be rid of this iniquitous tax for the doubtful privilege of opening on Sunday."

'Epitaph' at Two

Columbia's "Let No Man Write My Epitaph" will have a dual premiere at the Forum and Trans-Lux 52nd Street Nov. 10.

seventeen's PICTURE OF THE MONTH

FOR DECEMBER

Walt Disney's

"SWISS FAMILY ROBINSON"

Released by Buena Vista

Selected by SEVENTEEN *. . . entertainment guide for America's top movie goers . . . 4,800,000 young women under 20!*



'Royal' Film

(*Continued from page* 1)

running time, credits and, if possible, a synopsis, to the secretary of the CTBF.

All films of less than three hours' running time will be accepted for viewing and as films are submitted arrangements will be made for the selection committee, under the independent chairmanship of Lord Radcliffe, to see them immediately.

Viewing will continue until a suitable film has been selected and then the producer or distributor concerned will be given an undertaking that the film is definitely selected and asked to hold it for the Performance. The CTBF states that the final choice should, in any event, be made not later than the middle of December. Films submitted and not chosen will be eliminated and the producers or distributors will be notified.

Some Deeed Unworthy

Explaining this new method of selection, the CTBF states that although for the last few years there has been no generally adverse criticism of the film on the grounds of taste, there has been a feeling that, on several occasions, the film has not been worthy of the event, and that a more distinguished and entertaining film should have been available.

"The new system of selection and the longer period for viewing will result in a happier choice of subject for this very important occasion, and producers and distributors are asked to help the CTBF by submitting at the earliest possible moment films they think suitable," it was stated.

As already announced the Queen Mother, accompanied by Princess Margaret, will attend the Royal Film Performance on Feb. 20.

Festive 'Pepe' Opening Is Big Denver Event

Special to THE DAILY

DENVER, Oct. 31.—George Sidney and Samuel J. Briskin held the first public preview of G. C. International-Posa Films Internacional production, "Pepe," for Columbia Pictures release, here before a packed house at the Centre Theatre.

Sidney chose Denver for "Pepe's" first showing because he lived here during his early childhood when his father, the late Louis K. Sidney, ran a number of motion picture theatres in this area.

A reception was held following showing of picture at Colorado Room of Hilton Hotel, where Sidney received two outstanding honors. Colorado Attorney General Duke Dunbar bestowed the state's top honors on hometown-citizen, Sidney, the State of Colorado Seal and a Denver dollar. Both were in honor of the producer-director's cinematic accomplishments.

Attending the gala preview and reception, in addition to Briskin, Sidney and his wife and business associate, Lillian Burns, were Moe Rothman, Arthur Kramer, Jonas Rosenfield, Jack Fier, John C. Flinn and Norman Jackter.

Plans for preview and reception had been set up by Bob Goodfried, Columbia studio publicity manager, and Bob Selig, president of the Intermountain Theatres chain.

REVIEW:

The Shakedown

Alliance-Universal

After a three-year stretch in jail Terence Morgan, in this British-made gangster film, tries to regain control of his prostitution ring, now managed by his arch-enemy, Harry H. Corbett. Corbett also has taken over Morgan's girl, Gene Anderson.

Frustrated at his attempts to get back his old mob, Morgan picks up a down-and-out photographer, Donald Pleasance, and sets him up in a photographic-model school, which Morgan uses as a front for an amateur photography-blackmail racket. He does very well until he falls for one of his models, Hazel Court, a policewoman. When he discovers Miss Court's true affiliation, Morgan tries to do her in, but is in turn done in by John Salew, one of his blackmail victims, who shoots him to death.

A song, titled "Shakedown," is sung during the proceedings by guest star, Sheila Buxton.

Morgan and Corbett indulge in plenty of tough talk, complete with gestures, and only succeed in coming off as poor imitations of their American prototypes. Such violent action as beating women and hoodlums is conducted off-camera with sound effects used to indicate the brutality. Nevertheless, because of its sordid atmosphere, the film is unsuitable for the young.

Norman Williams produced this Ethiro production for Alliance, with Universal distributing. John Lamont directed from a story and a slow, talkative screenplay written by him in collaboration with Leigh Vance. Running time, 91 minutes. Release, in November.

SIDNEY RECHETNIK

Color Newsreels

(*Continued from page* 1)

the occasion, the newsreels will make available to both tv networks here, black and white prints of the ceremony as soon as possible, and it is believed they will be ready the same evening.

Overseas newsreel companies will be able to purchase either black or white or colour prints of the film.

Reopen Conn. Theatre

HARTFORD, Oct. 31. — The 900-seat, downtown Arch St. Theatre, New Britain, Conn., closed last May, has been reopened under direction of Brooks LeWitt, son of the late industry pioneer, George LeWitt, and the younger LeWitt's associate, William Christiansen, Jr., who also operate the Berlin (Conn.) Drive-In Theatre.

Perakos Theatre Associates operated the theatre under a five-year lease which expired last May.

Valiant Pictures' New Cleveland Office Opened

Special to THE DAILY

CLEVELAND, Oct. 31.—Jerome Lipow, former film salesman, opened Valiant Pictures new exchange in the Film Building here today. Both the Cleveland and Pittsburgh areas will be under his jurisdiction. Lipow had been with United Artists for a year and for seven years prior to that with Paramount. "Sword and the Dragon," Valiant's current spectacle, according to Lipow, has been a hit in Akron's Palace and is in its second week in Loew's Stillman here.

Georgia Women

(*Continued from page* 1)

protection, and to allow the censorship of this phase of theatrical entertainment to remain in Atlanta as it now is established." The club said it deplored court action to abolish the censorship, because while "the intelligence of adults might allow them to discriminate and not be unduly influenced by immoral or suggestive motion pictures, our theatres are open to all ages and we firmly believe that in the interest of the people generally and the high standards which we as citizens maintain, that the abolition of the censorship would be disastrous."

Museum Pos

(*Continued from page* 1)

discovery of persistence of visi down to the present wide-screen in vations.

Supervisor Ernest E. Debs and Ja Wrather, founder member of Muse Associates, as well as members of t county-appointed Hollywood Moti Picture and Television Museum Co mission, announced the appointm of Dr. Peters, whose own collecti of cinematic memorabilia is one the largest in the country.

Dr. Peters, in 1908 set up a stu for the old Biograph Company Los Angeles. He converted an car barn at Pico Boulevard a Georgia St. in which David W Griffith directed Mary Pickford a Henry B. Walthall in "Romance San Gabriel."

Dr. Peters' first experience with m tion pictures was in 1902 when worked for Pathe Freres in Fran

Fla. House Reopening

LEESBURG, Fla., Oct. 31. — T Palace Theatre here, formerly o erated by MCM Theatres, will reopened on Jan. 5 as the Ritz The tre, operated by Jesse M. Kimmo

Don't miss the boat! Order your **EXODUS** tickets now and give to the Will Rogers Memorial Fund Benefit Decembe 18th 8:30 P. M.



TICKETS: $25.*—$10.—$5. each
*includes buffet dinner before performance.
WARNER THEATRE N.Y.

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ade Show Exhibitors t for Chicago Meet

The Conrad Hilton Hotel, Chicago, l be the site for National Associa- n of Concessionaire's annual con- ntion and trade show, being held ntly this year with Allied States, v. 6-9.

"There will be many exhibitors of atre equipment in the show, in lition to displays of concession pplies," according to H. E. Chris- n, Cretors and Company, Nash- le, NAC's general convention chair- n.

Ballantyne Co., Omaha, will show complete line of drive-in theatre uipment, and the new Flavorcrisp essure fryer which is being intro- ced to the concession trade.

International Seat Division of nion City Body Co., Union City, diana, will be represented by its es manager, Bill Toney, and will splay auditorium seating equip- ent. Eprad, Inc., Toledo, will dis- ay the Hotshot Heater for outdoor eatres; complete speaker line and r and boxoffice accounting systems. n McSorley and Al Boudouris will in charge.

Go-Karts a Feature

Pressweld, Inc., Sebring, Ohio, and mplex Mfg. Co., New Orleans, La., ill show models of Go-Karts. Booth ill be manned by E. D. Walker and lex Tiliakos, respectively.

Stanford Industries, Oaklawn, Ill., ill exhibit its Bernz-O-Matic Flame- ss in-car heaters, and car counters nder the direction of Stanford S. ohlberg and Morton Kohlberg.

LeRoy Roberts, Romar Vide Com- any, Chetek, Wis., will be assisted his display by Jerry Pyle and Arn- ld Meilahn and will show stainless eel outdoor advertising signs; indoor gns and bulletin boards.

National Screen Service, New York ity, will display their trailers and ccessories. Burt Robbins will be in harge.

Bowling Lanes an Item

Brunswick Corporation, Chicago nder the direction of C. L. Ellison, ational dealer sales manager, will liscuss conversion of theatres into pro- itable bowling lane operations, and ave photos showing such conver- ions.

American Trampoline Company, efferson, Iowa, will have complete nformation on the new trampoline enters. Leo Gordon will be in charge.

Nissen Trampoline Co., Cedar Rapids, Iowa, who recently joined NAC, will have trampolines for Fun Spots, and Don W. Bullard and D. T. Sullivan will discuss these installa- ions.



Golden Urges Festival Support

(*Continued from page* 1)

of the civilized world. The U.S. motion picture industry and government should send the very best examples of our films and the most outstanding film personalities to participate in these festivals. Every appropriate effort to assure this goal is a prime requisite."

Golden reports that although few "stars of the first magnitude" came to the 10th anniversary Berlin festival, "by contrast, film businessmen came in heavy numbers and stayed."

Associations Well Represented

Among important figures attending, said Golden, were the directors of the national motion picture trade associations of the U.S., Britain, France, Spain, Japan, Germany, and Italy, as well as numbers of distributors, buyers and producers—"a sign of the festival's increasing commercial importance."

As Golden sees it, "those who believe that films, oddly enough, ought to be the proper stars of film festivals got some encouragement this year. The quality of the features shown was certainly better than last year. Emphasis was on social themes. The rights of the individual versus the conformist demands of the group were upheld in both 'Angry Silence' and 'Inherit the Wind,' the British and the American entries.

Top Films Called Excellent

"But it cannot be denied that the range of the films shown, including many from lands whose film industries are in their infancy, does make for a certain tediousness, no matter how exotic the fare. The top contenders, however, were all superior films.

"In part, this can be ascribed to the wise use of the festival management's power to invite films. Three of the six films so invited also won the jury's approval and received prizes. The final tabulation revealed that, all in all, 24 features, four feature-length documentaries and 51 shorts were shown in competition and another six features and one short were presented *hors concours*, not to mention the retrospective showing of the 10 grand prize winners of the previous years. Conscientious moviegoers among the festival attenders had every reason to be eye-sore and seat-weary."

Eight Pictures from U.S.

The U.S. was represented by eight films, Golden reports. The Motion Picture Export Association nominated the official entry, "Inherit the Wind," and the festival invited "Wild River." Also invited was "Jungle Cat," a feature-documentary, and the short "Rhapsody of Steel." "Village Sunday" and "Mysteries of the Deep" were other American shorts shown, as well as the 1925 Harold Lloyd comedy, "The Freshman" and the USIA re-make of the Curt Cartel film, "Building the New World."

Golden comments that "a number of functions and events highlighted the American participation. Among them was the MPEA midnight Wild West Barbecue for over 500 guests at the Hilton Hotel, at which Eric Johnston, president of the MPEA, was host. Leading delegates, officials, film executives, actors and journalists attended. As this was a sit-down dinner, everyone attending felt it was the best party of the festival."

Golden reports that the "the MPEA dinner was preceded earlier that same evening by the premiere of 'Wild River' which was attended by Miss Jo Van Fleet, who was given warm applause for her demanding role in that film," said Golden, and added:

"United Artists also sponsored a highly successful midnight buffet supper for 400 at the Hilton following the presentation of 'Inherit the Wind' on the second evening of the festival. Stanley Kramer was the host and Gene Kelly, Donna Anderson and Paul Hartman were honor guests.

"Another successful American event was a special luncheon for other country representatives hosted by the U.S. delegate, Nathan D. Golden, which was attended by Eric Johnston, Cary Grant and Harold Lloyd. Countries represented at this luncheon were Germany, Indonesia, Italy, Malaya, Spain, Sudan, France, Austria, Finland, Japan, The Netherlands, Nigeria, Iraq and the Philippines."

Other American events were the premiere of Disney's "Jungle Cat," with an excellent response from the public and good reviews from the press, and the unpublicized but eagerly sought-after private luncheons and receptions in Eric Johnston's suite, Golden notes.

Int'l Exhibitor Union

(*Continued from page* 1)

thought steps should be taken to control the showing of feature films on television and ensure that the films that are released to television are "suitable and salutary." They were asked to take and maintain all possible measures to preserve, in each country, the vital interests of exhibitors.

While some delegates underlined the necessity for a new look at film techniques and policies, they urged that producers should maintain the flow of films in the traditional formats. The meeting also expressed the view that the film industry could only overcome its present difficulties and continue in existence if cinema taxes were abolished everywhere.

Atlantis Sets Two

Atlantis Films has set "Prisoners of the Congo" and "The Amazing Mr. Callaghan" for immediate release and is readying additional films for showing at intervals before Feb. 1, Harold Spiro, general sales manager, announced. Both were produced and directed by Willy Rozier.

PEOPLE

James H. Nicholson, president of American International Pictures, and William G. Reich, vice-president of AIP Export Corp., will discuss the company's future production plans at home and abroad at a luncheon for the press a Sardi's on Thursday.

□

Otto Preminger was guest of honor in absentia at a film distributors and theatre owners' reception at the Sheraton-Belvedere Hotel, Baltimore. The producer was interviewed via long-distance telephone. The occasion served to announce that his "Exodus," will open in Baltimore on Dec. 18 at one of the JF theatres.

□

Kenneth J. Graham has resigned as house manager of the Storrowton Music Fair, feature of the Eastern States Exposition at West Springfield, Mass., to join the house staff of the Rivoli Theatre here. He formerly operated the Jefferson Theatre in Springfield.

□

Connie De Nave, public relations consultant, has moved to larger quarters here at 200 West 57th Street.

□

Jay W. MacFarland has retired from National Screen Service in Minneapolis and will be succeeded by Jack Greenberg. MacFarland will be guest of honor at the regular December meeting of Variety Club, Tent No. 12.

Name Sternburg

(*Continued from page* 1)

New Hampshire Theatres, continues as chairman of the board. Frank C. Lydon of Milton was reappointed executive secretary for the ensuing year.

Other officers elected were: vice-presidents: Edward S. Canter, American Theatres; William H. Elder, Northeast Division manager, Loew's Theatres; Jay Golden, RKO Theatres; Pinanski; James Totman, Stanley Warner; and Theodore Fleisher, Interstate Theatres. Stanley Sumner was re-elected treasurer.

Board of directors: Walter A. Brown, president, Boston Garden and Arena; James Bracken, Stanley Warner; Richard Dobbyn, Maine and New Hampshire Theatres; Chester L. Stoddard, New England Theatres; Philip J. Smith, Smith Management; Frank C. Lydon.

At the session, a citation was awarded to Martin J. Mullin, outgoing president.

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MOTION PICTURE DAILY

Concise and to the Point

OL. 88, NO. 86 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 2, 1960 TEN CENTS

Set for Nov. 25

Vote Slated on Tel. Magnetics, Ampex Merger

Special Meetings to Be Held on 2-for-1 Exchange

The proposed merger of Telemeter Magnetics with Ampex Corp. will be voted on by the latter's stockholders at a special meeting set for Nov. 25 at the Ampex offices in Redwood City, Cal.

Paramount Pictures owns 631,644 shares, or approximately 74 per cent, of the Telemeter Magnetics stock and has advised that it will vote its shares in approval of the merger. Telemeter stockholders also are scheduled to meet on or before Nov. 25 to vote on the merger. An affirmative vote of two-thirds of the outstanding stock is required for approval of the proposed merger.

Terms of the merger call for con-

(*Continued on page* 3)

MCA Reports 9 Months Net of $4,484,073

MCA Inc. yesterday reported unaudited income after taxes of $4,484,073 for the first nine months ended Sept. 30. Jules C. Stein, chairman of the board, said it was the best in the history of the company, and approximately 30 per cent above the same period last year, when the company reported net of $3,496,333.

Earnings before taxes for the first

(*Continued on page* 4)

Films, Live-TV Parity Is Sought by Directors

From THE DAILY Bureau

HOLLYWOOD, Nov. 1. — The Directors Guild of America's national board will seek parity between minimum rates for films and live television, under a new contract agreement which was prepared in the East at the weekend for presentation to the net-

(*Continued on page* 4)

TELEVISION TODAY—page 5

Panama-Frank Set Internat'l Filming Policy; Sign for Two More Through UA

By SIDNEY RECHETNIK

In announcing the extension of their deal with United Artists for two more pictures, Norman Panama and Melvin Frank, producer-director-writer team, also stated that they have added an "international phase" to their production activities.

"Pictures will be made in the locales demanded by their particular backgrounds," Panama and Frank told the trade press at a conference in the UA home office here yesterday morning. The production team recently completed "The Facts of Life," starring Bob Hope and Lucille Ball, which UA will release at Christmas time.

The first two pictures fitting into the new Panama-Frank international program will be "Road to Hong

(*Continued on page* 4)

Canadian Trade Reports Millennium

Special to THE DAILY

TORONTO, Nov. 1.—The distributors and exhibitors of Canada have been able to iron out a main bone of contention between them—that of the distressed situation.

At the annual meetings of the National Committee of Motion Picture Exhibitors Associations of Canada and the Motion Picture Industry Council of Canada a report was brought in to

(*Continued on page* 4)

Ben Kaufman Heads Valiant Films Publicity

Ben Kaufman has joined Valiant Films Corp. as director of publicity, it was announced jointly yesterday by Fred Schwartz, president, and Sig Shore, president of Vitalite Film Corp., which owns the domestic rights to the feature motion pictures distributed by Valiant. Kaufman also will

(*Continued on page* 4)

Russian Film, Director Win S.F. Golden Awards

Special to THE DAILY

SAN FRANCISCO, Nov. 1.—In its first year of participation in the San Francisco International Film Festival, Russia won two major Golden Gate Awards.

The sensitive story of a Russian soldier on leave, "Ballad of a Soldier," was named the best picture of the global competition. Grigori

(*Continued on page* 4)

World Distribution

Levine Signs Major Deal With M-G-M

Three Spectacles in Work Involved in New Contract

A major multi-picture production and distribution agreement between Metro-Goldwyn-Mayer and Embassy Pictures was announced yesterday by Joseph Vogel, president of MGM, and Joseph E. Levine, president of Em-



Joseph Vogel Joseph Levine

bassy. By its terms Metro acquires world distribution rights to three of Levine's forthcoming spectacle attractions.

The pictures involved include "The

(*Continued on page* 2)

Philadelphia District Attorney Orders Staff to Visit Theatres in Campaign Against 'Obscene' Films

Special to THE DAILY

PHILADELPHIA, Nov. 1.—District Attorney Victor H. Blanc announced plans to make frequent visits to movie theatres here to view films of questionable moral content. If he finds obscenity in any of the films, swift arrests and prosecutions will follow, Blanc said.

"I'm going to drive obscene films out of Philadelphia," he said, "and I'm going to use every resource at my disposal to do it."

Blanc said he was not dismayed by a jury's acquittal last week of a theatre owner accused of exhibiting an obscene film. The exhibitor, Edward Saretsky, was arrested last May for showing "The Immoral Mr. Teas" at his West Philadelphia neighborhood art film house.

The district attorney said he will order his assistants to make periodic visitations to the theatres, adding that there were only "a half dozen places to worry about."

"It's a question of protecting the youth of the community," Blanc explained. "Statistics prove that rape charges against teen-agers have gone up astronomically since these theatres sprang up."

His new policy is a departure from the method formerly used by the district attorney's office. Before, Blanc waited for specific complaints before taking any action.

Burns Heads MGM-TV Sales; Shupert Resigns

John B. Burns, director of national sales for MGM-TV, has been elevated to the newly-created position of general sales manager, it was announced yesterday by Joseph R. Vogel, president of MGM, Inc.

The announcement was made

(*Continued on page* 4)

Industry Paid Tax on $2,226,304,000 Gross

From THE DAILY Bureau

WASHINGTON, Nov. 1. — Active corporations in the motion picture field with accounting periods ended between July, 1958, and June, 1959, filed 6,993 income tax returns indicating total business receipts of $2,226,-

(*Continued on page* 4)

PERSONAL MENTION

LOUIS LOBER, United Artists vice-president in charge of foreign operations, will leave New York today for the Middle East and Europe.

•

F. J. A. McCARTHY, Universal Pictures assistant general sales manager, will leave here today for Indianapolis and Detroit.

•

EDDIE SOLOMON, Embassy Pictures vice-president, has returned to New York from New Orleans.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by his assistant, BERNARD LEVY, has returned to New York from a trip to the Middle West.

•

JOHN TREVELYAN, executive secretary of the British Board of Film Censorship, arrived in New York last night following Hollywood and Washington visits. He will leave here for London on Friday.

•

ARCH LEVY, Radio City Music Hall box-office treasurer, became a grandfather this week with the birth of a son to his daughter, MRS. ROBERT ROTH, at Royal Hospital, The Bronx.

•

SAM JAFFE, Hollywood theatrical agent, andMRS. JAFFE, have arrived in New York from the Coast, and will sail from here today aboard the "Queen Elizabeth" for Europe.

•

MRS. IRMA MARSHALL, of National Theatre Supply, Atlanta, has returned there from a vacation in Florida.

•

JACK HAWKINS will arrive in New York from London today via B.O.A.C.

•

JOHN WAYNE, MRS. WAYNE and RUSSELL BIRDWELL have returned to New York from London.

gems of showmanship!...
SPECIAL TRAILERS
by national screen service

Calgary Newspaper Editorial Calls for Censorship Curbs, Stronger Court Role

Special to THE DAILY

TORONTO, Nov. 1.—Canadian newspapers are gradually leaping into the film censorship fray.

The "Calgary Albertan" wrote: "Moral standards are maintained by positive means, rather than by negative restrictions." It said that films censorship opens "a wide door that invites thought control."

The editorial goes on, "We are not urging that film producers should be given free rein to foist filth on the public. In this area, as in others, the preservation of a free society requires safeguards against the abuse of freedom. But it also requires that decisions as to when freedom has been abused should be made by the courts, operating within the framework of fairly precise legal definities, not by officials relying upon their own judgment and the approval of their political employers."

Flick Will Address Canada Censor Meet

Special to THE DAILY

TORONTO, Nov. 1.—Canada's motiton picture censors gathered in Saint John, N. B., yesterday for a three-day convention under the chairmanship of George S. Enos, film censor chief in New Brunswick.

Highlight of their meeting will be an address today by Hugh M. Flick, former New York State film censor.

His presence indicates that the censors will hear the USA view of checking motion pictures.

There is no question that the major subject of the convention will be regulation and classification, with treatment next.

C. J. Appel, executive director of the Canadian Motion Picture Distributors Association, will be present at the Flick address. He will sit in with the censors for one day.

The view of the industry is that censor boards today are beginning to develop broader vision in keeping with the development of more adult themes by film makers and more adult tastes by the public.

Canada has eight censorship boards in 10 provinces, the exceptions being Newfoundland and Prince Edward Island, with the latter accepting films if passed by the N. B. board.

Hanner Named Odeon Ad-Publicity Head

Special to THE DAILY

TORONTO, Nov. 1. — Paul Hanner, formerly assistant director of the Odeon Theatres Canada Ltd. advertising and publicity section, has been placed in charge of the department. This follows the resignation of Ron Leonard who has gone into a rental business.

Other promotions in the department, as announced by Frank H. Fisher, vice-president, make James Chalmers publicity manager and field man; William Morland head of advertising, and Yosh Togawa art department manager.

Saturation Bookings For 'North to Alaska'

Twentieth Century-Fox's Thanksgiving release, "North to Alaska" has been set for a 400-print saturation engagement across the United States, it was reported yesterday by general sales manager C. Glenn Norris.

The print order represents a 10 per cent increase over the original order, with De Luxe Laboratories processing the several hundred CinemaScope-color prints on a day-night basis. Openings on the attraction are spaced between Nov. 10, when the picture has its first opening at New York's Paramount Theatre, through the holiday eve.

Following regional meetings with the company's field advertising and publicity managers, it was decided to support the saturation bows with local-level television and radio campaigns, supplementing an extensive newspaper advertising campaign.

Rosmarin in Kamern's Post for MGM Int'l.

The resignation of Lee Kamern and the appointment of Charles Rosmarin to succeed him as managing director of M-G-M in Italy was announced yesterday by Morton A. Spring, president of Metro-Goldwyn-Mayer International. The changeover will take place January 1, effective date of Kamern's resignation.

Rosmarin was formerly Continental manager of RKO Radio Pictures in Europe. His association with the film industry goes back 30 years.

Kamern, once manager of the Astor Theatre on Broadway, had been with M-G-M since 1945.

'U' Preferred Dividend

The board of directors of Universal Pictures Co. has declared a quarterly dividend of $1.0625 per share on the 4¼% cumulative preferred stock. The dividend is payable Dec. 1 to stockholders of record at the close of business Nov. 15.

Levine Signs

(*Continued from page* 1)

Thief of Bagdad," now in production in North Africa under Arthur Lubin's direction. Steve Reeves and Georgia Moll are starred in the Titanus co-production being photographed in wide-screen and Eastmancolor.

"Morgan, the Pirate," with Steve Reeves starred as Morgan. Produced by Lux Films of Italy, "Morgan" was photographed in wide-screen and Eastmancolor in Rome and on the Island of Ischia.

"The Wonders of Aladdin," which Levine is co-producing with Lux Films. With Donald O'Connor starred in the title role, "Aladdin" goes before the wide-screen, Eastmancolor cemeras on Dec. 1 in Tunis under Henry Levin's direction.

MGM and Embassy are currently associated in the U.S. and Canadian release of "Where the Hot Wind Blows," starring Gina Lollobrigida and Yves Montand. This film is being released under a separate contract.

Vogel 'Grateful'

In revealing the agreement, Vogel stated, "The entire Metro organization is extremely gratified to have commenced this long-range association with Mr. Levine. He has certainly demonstrated his dynamic showmanship and all of us are certain that this joint venture will be a happy and profitable one."

At the same time, Levine declared, "This agreement is a great step forward for Embassy Pictures and I know that together with the illustrious MGM organization, we will demonstrate the kind of energetic showmanship which will result not only in success for our respective companies but will provide the theatre owners of the United States and the world with pictures for the mass-appeal audience."

Beaver Champion in New Offices Today

Beaver Champion Attractions, the newly-formed company headed by James A. Mulvey which will specialize in high budget merchandising campaigns for feature films, will move its headquarters to a new location at 1270 Avenue of the Americas today.

The company, which also will participate in co-production arrangements, has been assigned one of the telephone company's latest exchanges. LT 1-0080.

'Epitaph' Big in Detroit

DETROIT, Nov. 1. — Boris D. Kaplan's "Let No Man Write My Epitaph" opened to sensational business here at the Palm State Theatre. The Columbia release grossed a huge $14,950 in the first five days of its run.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher. Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

ouglas to Develop New lotion Picture Process

From THE DAILY Bureau

HOLLYWOOD, Nov. 1. — Kirk ouglas today announced plans to orm a company to develop and mer- handise a new motion picture pro- ess called "The Living Screen." artnered in the enterprise will be ie inventor, William Read Wood- eld, and Charles B. Bloch.

While successful demonstrations of ie pilot model have already been eld for a number of key industry xecutives, another six months of tech- ical research will precede large- cale public screenings.

AIP Buys Hollywood Lot For Own Office Building

From THE DAILY Bureau

HOLLYWOOD, Nov. 1. — Amer- can International Pictures has final- zed negotiations for the purchase of lot at 7127 Sunset Boulevard for he future site of its home office. Construction on the new building vill start shortly after the first of the ear, with occupancy expected the atter part of 1961.

The new home-office building will allow all phases of the company's peration to be housed under one roof, including American Internation- al Records. AIP headquarters is pre- sently located at the Skelton studios.

Donald Leon, AIP associate coun- sel, handled the negotiations.

'Pleasure' Resumes

HOLLYWOOD, Nov. 1. — Honor- ing the cast of "The Pleasure of His Company," producer William Perl- berg and director George Seaton gave a press cocktail party at Paramount tonight signalling the resumption of production on this film adaptation of the Broadway comedy hit, which was interrupted by the actors' strike on March 4.

The cast and crew leave tomorrow by United Airlines for San Francisco, where actual filming will start Thurs- day, for 10 days of exteriors in the Bay City.

Plan 'Goliath' Trailers

HOLLYWOOD, Nov. 1. — The teaser trailer campaign established by American International Pictures for its recent "Goliath and the Barba- rians" will be duplicated for AIP's forthcoming release, "Goliath and the Dragon," whereby three trailers, vary- ing in length from 15 seconds to one minute, will be available for use in theatres for a three-week buildup campaign.

Chester A. Rehm

CHICAGO, Nov. 1.—Chester A. Rehm, 75, of Batavia, Ill., who with his brother Irving founded Atlas Edu- cational Film Co. of Oak Park, Ill., died Oct. 28 in Aurora, Ill. He had been retired since 1945.

Shopping Center Is Fabian Diversification

Special to THE DAILY

ALBANY, Nov. 1. — The purchase by Fabian Theatres, last summer, of the 29-store Latham Corners Shop- ping Center—nine miles from Albany, and one mile from the circuit's Sara- toga Drive-in—is "part of the diversi- fication program" the chain is con- ducting. So is the operation of a 64- lane bowling alley, called Echo Lane, in New Jersey.

So Edward L. Fabian, vice-presi- dent and managing director of Fabian operations, said in an interview filmed in the Palace Theatre lobby, and tele- cast yesterday over WRGB, Schenec- tady.

Fabian, who came here with his father, S. H. Fabian, and most of the other top Fabian Theatres personnel, for the reopening of the Palace—after a $250,000 "retreatment" job — ex- plained that the acquisition of the shopping center is in line with the circuit's long-time "retailer" policy.

"Exhibitors retail film, and we re- main retailers at heart in operating the Latham Corners Shopping Cen- ter," he said.

A Fabian subsidiary invested, in cash, plus the assumption of two out- standing mortgages and the addition of a third purchase-money mortgage, more than $6,000,000 for the new shopping center. Si Fabian and other Fabian executives inspected the Cen- ter while here for the Palace's re- lighting.

In an address at the latter, Edward Fabian declared, "We feel that much of downtown Albany will have to be changed, in order to compete with the outlying shopping centers that are affecting all downtown areas." Shop- ping centers now ring this city.

Elvis Scores Well with Audience Board Survey

In his first post-Army film effort, "G. I. Blues" for Paramount, Elvis Presley scores highly on three counts, according to two out of three opinion leaders surveyed by the National Au- dience Board.

Responses from two-thirds of the NAB viewing panel indicate that in "G. I. Blues," Presley projects a matured personality; turns in a good acting performance, and retains his popularity as a singer.

A total of 63.0 per cent of the sur- vey respondents termed Presley "more mature." Nearly three out of four re- ported they "enjoyed Elvis Presley's singing in this picture."

Basically, Presley remains as a strong teen-age attraction in the eyes of the NAB panel of adult opinion leaders. 71.7 per cent of the audience felt the Paramount film "would be entertaining for teen-agers."

Morris B. Lang, 70

CHICAGO, Nov. 1. — Morris B. Lang, 70, of Skokie, Ill., who operated the Harrison Theatre here until his retirement in 1952, died in Grant Hospital in Chicago Oct. 28.

Ampex Merger

(*Continued from page 1*)

version of each two shares of Tele- meter into one share of Ampex. If the merger is consummated, Para- mount will own 315,822 shares of Ampex, or approximately four per cent of the total to be outstanding.

Ampex is quoted at fractionally over 21 on the New York Stock Ex- change, giving Paramount's interest a market value of nearly $7,000,000.

If the merger is approved, Ampex will be the surviving corporation. The boards of directors of both companies have authorized and both companies have executed an agreement cover- ing terms of the proposed merger.

Remodeled RKO Grand Opens with Cinerama

Special to THE DAILY

COLUMBUS, O., Nov. 1.—Cinera- ma will have its first Columbus, Ohio, showing at the newly renovated RKO Grand Theatre here Thursday eve- ning, with a special benefit perform- ance for the Columbus Dispatch Senior Newsboys Association.

The RKO Grand has been entirely remodeled from front sidewalk to the back wall. An entirely new front, in- cluding a Cinerama marquee has been erected. The modern lobby has had a new box office installed for the sale of reserved seats for all performances.

A new special sound proof projec- tion booth was constructed on the rear of the orchestra floor to house the three new Cinerama projectors. This new arrangement differs from the original Cinerama presentation in that for the first time all projectors are in a single projection room.

Harry Mandel, vice-president, RKO Theatres Operations, with Matthew Polon, chief film buyer and booker, and Charles Horstman, manager of maintenance and construction, will join with Joseph Alexander, RKO Mid- west division manager, and Edward McGlone, RKO Columbus city man- ager, at the premiere.

B. G. Kranze, vice-president, Cine- rama, Inc., Everett Callow, interna- tional director of advertising and pub- licity; Sam Pearlman, district man- ager, and associates will attend.

Alan King, J. Winters At Pioneers Dinner

Night club and television stars Alan King and Jonathan Winters have ac- cepted invitations to perform at the Motion Picture Pioneers' Nov. 21 din- ner at the Waldorf - Astoria Hotel here honoring Joseph E. Levine as Pioneer of the Year.

Their appearance at the 22nd an- nual dinner was announced yesterday by S. H. Fabian, president of the Pioneers.

Both performers will be introduced by George Jessel, toastmaster for the affair, which benefits the Motion Pic- ture Pioneer Foundation.

Tickets for the dinner, priced at $20 per plate, are available from Fabian, 1585 Broadway, and from William J. German, 1501 Broadway.

PEOPLE

James M. Pierce, formerly head of production at Pathescope Productions here, has joined Mecca Film Labora- tories Corp., New York, as director of sales and client relations.

□

Max Westebbe, distributor in the Albany, N. Y., and Buffalo areas, has moved his Albany offices from the old RKO exchange building to the for- mer Allied Artists quarters at 1046 Broadway. A.A. recently transferred its base of operations to the RTA Building.

□

James A. Duncan, formerly of Florence, Ala., has been named man- ager of the Bowline Drive-in Thea- tre, Decatur, Ala., succeeding Carlton Mann.

□

Charles Jordan, Howco Productions manager in Atlanta, has moved his staff from Film Row to the Bona Allen Building there. The shipping department will remain at the old Walton Street address for the present.

□

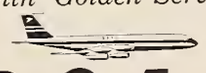
Mrs. Wadad Boumansour, operator of the Plaza Theatre, Malone, N. Y., has instituted a four-day, weekend schedule for the house.

MPEA Board to Meet Tomorrow with MPAA

A meeting of the board of Motion Picture Export Ass'n., originally planned for yesterday, will be held tomorrow instead in conjunction with a meeting of the Motion Picture Ass'n. board.

Eric Johnston, MPAA-EA presi- dent, is scheduled to make recom- mendations resulting from his Afri- can trip of last summer and a report on production-distribution employes' contributions to the political cam- paigns is scheduled to be made.

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San Francisco

(*Continued from page* 1)

Tchukhary, who directed the film and aided in writing the script, personally received the prize for "Best Director" at the awards ball here tonight in the Garden Court of the Sheraton Palace Hotel.

On hand to receive applause for the double Russian victory were the two youthful stars of the picture. The hero, 20-year-old Vladimir Ivashev and pretty Zhanna Prokhorenko 19.

Other Golden Gate awards went to Italy's Giovanna Ralli, who played a black market girl of Rome in Roberto Rossellini's war story "Night over Rome" and Mexico's Iganacio Lopez Tarso, the mystical woodcutter of the fable "Macario." They received the prizes for best acting.

Supporting Players Honored

Awards for the best supporting roles went to Tanie Kitabayashi of Japan for his work in "Diary of Sueko" and to Memmo Carotenuto, who played a traveling actor in Spain's "Little Guide of Tormes," the picture that climaxed the film festival at the Metro Theatre.

Of the only two feature documentaries in the festival, Sweden's "Mein Kampf" nosed out Holland's "Symphony of the Tropics." The Swedish film also received a special award for "revealing the face of Fascism and for its salutory warning to humanity."

The best screenplay award went to Czechoslovakia. Jiri Weiss (who also directed) and Jan Otcenasek were honored for their script of "Romeo, Juliet and Darkness," a romantic drama set in Nazi-occupied Prague.

Panel of These Judges

The judges were Alexander Karaganov, Moscow film critic; Herman G. Weinberg, New York film translator and critic, and composer Darius Milhaud of France. Jean Renoir, leading film director of France, was one of the original judges but late last week had to return to France on important business. Milhaud, whose duties first were only to decide the best musical sound track, took over for Renoir.

The jury also gave honorable mention awards to three performances by children they felt delivered particularly "endearing portrayals": Laci Totn in the Hungarian "Be Good All Your Life," Akiko Maeda in Japan's "The Diary of Sueko" and "Sung Kian of Korea in "Unheeded Cries."

Canada Trade Report

(*Continued from page* 1)

show the distributors had been "more than generous" in their help to exhibitors with problems.

Also discussed at the annual meetings were the issues of Sunday movies and censorship.

Both groups agreed that there should be a more liberal attitude towards censorship in Canada, although the Saskatchewan Motion Picture Exhibitors Association suggested a single motion picture censorship board in Canada.

Town Council Studies Censorship Changes

Special to THE DAILY

EVANSTON, Ill., Nov. 1.—Possible changes in this city's movie theatre licensing and movie censorship structure are being studied by the city council's administration committee as part of the committee review of the city's total licensing system. Evanston has a population of about 75,000.

Censorship and licensing are linked in Evanston because part of the theatre licensing rate is the censorship fee each of the theatres pay the city to have movies viewed in advance. Mrs. Joanne Mariani, Evanston policewoman, views the films in Chicago on her own time and does the censoring.

The four Evanston theatres pay a censorship fee of $383 to $596 annually, depending on the number of seats. In addition, each theatre pays $180 a year to cover Mrs. Mariani's expenses.

Criticized by City Official

Alderman Charles B. Marshall recently criticized the censorship system as "prior restraint" and said one person deciding what everyone else could see is an "insult" to the community.

The alderman reviewed censorship policies in other communities at the city council's meeting Oct. 24, singling out Oak Park, Ill., a town comparable in size to Evanston.

"Oak Park abandoned its censorship board several years ago and has had few complaints since," he said. "I'm not criticizing Mrs. Mariani herself. I think she does a conscientious job. It's the principle of prior censorship I am opposed to."

MCA Reports Net

(*Continued from page* 1)

three quarters this year amounted to $9,251,346, compared with $7,212,033 for the previous comparable period. After preferred dividends, net income for the nine months this year was equivalent to $1.11 a share, compared with 86 cents per share last year.

Stein also reported higher earnings for the third quarter of 1960. Earnings before taxes for this period were $2,735,799 compared with $2,230,059. Net income after taxes was $1,354,626 compared with $1,039,025 in 1959. After preferred dividends net income was $.33 per share for this quarter compared with $.25 for the corresponding 1959 period.

MCA Inc. is in the business of television program production, distribution and entertainment agency.

Films, Live-TV

(*Continued from page* 1)

works, it was reported here today. The present contract expires December 31. DGA is basing its demands for parity of rates on the argument that most of non-filmed programs are taped and taped shows have a close relationship to filmed shows.

Frank Capra, DGA president, is remaining in the East for several days.

Atlanta Censor Calls Censorship 'Democratic'

Special to THE DAILY

ATLANTA, Nov. 1. — Movie censorship here is "the democratic way" to protect the youth of this community, in the opinion of Mrs. Christine Smith Gilliam, Atlanta movie censor.

Outlining her work to members of the Northside Kiwanis Club, Mrs. Gilliam emphasized, "We have asked for safeguards in this community because we care about our young people."

She went on to say that she has seen 4,230 movies, "not counting the ones I had to see five or six times," and had banned 98 films, 51 of these from foreign countries.

Panama-Frank Policy

(*Continued from page* 1)

Kong," co-starring Bing Crosby and Bob Hope, which will begin shooting in Hong Kong at the end of June, 1961, and "Five Pieces of Maria," scheduled to enter production next Fall in Rome, and then moving to the Riviera. Both films, as is usual with this team, will be based on an original screenplay by them.

Following these two films, they contemplate producing "13 Sinners," to be filmed "over the world," and "The Spanish Boarder," to be made in Spain. No distribution deal has yet been set on the latter films.

James R. Velde, UA vice-president in charge of domestic sales, and Roger H. Lewis, the company's vice-president in charge of advertising, publicity and exploitation, discussed the sales and promotion plans, respectively, for "The Facts of Life."

Expects 250 Bookings

Velde said he anticipated some 250 first run and key city booking on the comedy-drama across the country during the Christmas and New Year's holidays. No New York opening has yet been set.

Before the meeting began, Lewis screened three special teaser trailers on the film which will be available free to exhibitors as part of a "booking package." One of the trailers is a Christmas greeting from the stars, Hope and Miss Ball.

Lewis also revealed a Christmas-wrapped gift box which will be sent to all UA exchanges for the various sales forces to distribute to "Facts of Life" exhibitors. Each box contains individual gaily wrapped promotion aids, including the teaser trailers; a reproduction of a 7-page full color ad in "McCall's" magazine and spot radio announcements.

Lewis paid tribute to Panama and Frank for helping to make possible the unusual "coordination between production, sales and promotion" units in pre-arranging the comprehensive national merchandising plans scheduled for "The Facts of Life."

Music Hall Spotlighted

The November issue of "McCall's" spotlights Betsy McCall at Radio City Music Hall, and her delight at its attractions.

Burns Head

(*Continued from page* 1)

simultaneously with the disclosu that George Shupert, vice-preside of MGM-TV since early 1959, h resigned due to differing opinions policy.

In his new executive positic Burns will supervise all MGM-T sales divisions.

Major changes in the MGM-T staff came at the conclusion of meeting held at the studio betwe Vogel, Sol C. Siegel, vice-preside in charge of MGM production, Ro ert O'Brien, vice-president and trea urer, Robert Weitman, vice-preside in charge of tv production, Burns a Shupert.

Burns joined MGM-TV as direct of national sales in April of 1959 fo lowing many years as executive the radio and television industry. Th last position in which he served w as vice-president and director of n tional sales for ABC Films, Inc.

Ben Kaufman Heads

(*Continued from page* 1)

supervise special publicity for th Vitalite-owned product.

Appointment of Kaufman, vetera film industry reporter and publicis was described as part of a gener expansion of Valiant-Vitalite activ ties, designed to provide theatres wit a greater supply of films. Every pic ture will be given top publicity treat ment, said Shore, who heads Valiant sales and presentation of product un der the distribution arrangement wit Vitalite.

Kaufman has been on the Ne York staff of *The Hollywood Reporte* for many years, was a publicist wit M-G-M, United Artists and Univer sal, and held editorial posts with sev eral television publications.

Industry Income Tax

(*Continued from page* 1)

304,000, according to figures com piled by the Internal Revenue Serv ice. Of those filing, 3,109 indicate that they had net income from thei total compiled receipts of $1,403,768,000. The net of these firms wa $72,785,000.

In contrast, results of the 6,99 returns show a computed net loss o $665,000.

The 3,109 returns with net incom show $808,521,000 as cost of sales and operations, and indicate compensation of $32,705,000 paid to officers.

The 6,993 returns have sales and operations costs of $1,423,293,000 and officer compensation of $51,686,000.

Wil-Kin Handles Century

Century Projector Corp. yesterday announced the appointment of the Wil-Kin Theatre Supply Co. as exclusive distributors in the Atlanta film territory of Century American-made 70/35mm Projectors and transistorized magnetic-optical sound systems and Century Standard 35mm line of theatre projectors and transistorized sound systems.

TV Code Review Board Plans to Revise Format

From THE DAILY Bureau

WASHINGTON, Nov. 1. — The Television Code Review Board plans to revise the format of the TV Code. No basic policies of the code will be changed. Principal objective of the change will be to produce a version of the Code "which will be better understood and more easily used by station personnel."

TV Code Board chairman E. K. Hartenbower has told all code subscribers that "any suggestions as to how the code may be made more understandable to the average reader" will be "most welcome." He said in a letter:

"If specific words, phrases or passages have left you in doubt as to the intent of the code, we would like to know about it. Suggestions for the improvement or the expansion of the index included for the first time in the current sixth edition are also sought."

Suggestions should be sent, by Nov. 15, to Edward H. Bronson, TV Code Affairs Office, 1771 N Street, Washington, D. C.

TV Code Unit Changed 18 of 39 ATFP Scripts

From THE DAILY Bureau

WASHINGTON, Nov. 1. — In a report on the activities of Hollywood Television Code office, the National Association of Broadcasters notes that member companies of the Alliance of Television Film Producers submitted 39 scripts before filming. The office suggested changes or deletions in dialogue and action on 18.

In pre-screening of 18 films, mostly made from the scripts submitted, all were found to meet minimum code standards. "This bespeaks the results of the self-regulatory efforts being exerted by the cooperating film production companies of the alliance," the television code authorities pointed out.

The code authorities also state that a working liaison has been established between the West Coast office and Ziv-UA Studios. This "practical implementation of the long-standing agreement between the Code Review Board and Ziv-UA Studios was effected through the cooperation of Mr. Frank Reel, Ziv-UA, New York, and Mr. Lew Rachmil, administrator, Ziv-UA, West Coast," the code office says.

Ziv-UA films bear the television Code Seal of Good Practice.

New Subsidiary of Dana To Produce TV Films

From THE DAILY Bureau

HOLLYWOOD, Nov. 1. — Dana Pictures, producing company owned by Danny Kaye and his wife, Sylvia Fine, announce the formation of Belmont Television, formed as separate entity to produce films for television in which Kaye will not star.

Robert Forrest will head operation as vice-president and executive producer.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

THIRTY-FOUR years ago a young newcaster went on the newfangled contraption called radio to tell several hundred listeners draped around crystal sets, the trends of the voting public. Don Goddard was that newscaster and it was a state election which he covered in 1926 —but two years later, in 1928, he again was at the mike to tell the results of the Alfred E. Smith-Herbert Hoover contest for the presidency. Next Tuesday, Don will be joined by a news team of 17, including John Daly. Quincy Howe, John Secondari and Bill Shadel in the ABCoverage of the Nixon-Kennedy battle. . . . Don Costa, A & R chief at United Artists Records, heard a blondelovely sing a few songs at a small club in Queens. That's howcome Barbara Russell was signed and delivers a fine LPAlbum titled "Swing With Me," for which Don made the arrangements and which he produced. You'll be hearing more good things about this Brooklyn-born nightingale. . . . Lucy Murovich will direct an off-Broadway version of Herman Wouk's "Nature's Way," Nov. 11. The farce comedy was originally seen on Broadway three years ago. . . . Donald Woods in town from the coast where he was featured (as the heavy no less) in segs of "The Deputy" and "77 Sunset Strip." . . . Jantone Productions (Jan Murray firm) has added Rod Parker, Bob J. Hilliard and Gary Belkin to his production staff. . . . Vet Hollywood director Roy Del Ruth has been signed by Bob Weitman to meg an upcoming seg of "The Islanders," titled "The Cold War of Adam Smith" for MGM-TV. Featuring Keenan Wynn and John McIntyre in addition to the program's regulars William Reynolds, James Philbrook and Diane Brewster, this one will be seen over the ABChannels about mid-December. . . . Mary Martin's television NBClassic performance in "Peter Pan," will be re-enacted Thursday, Dec. 8. Meanwhile NBC is tossing a special party for the press and their offspring here this Friday afternoon at the Helen Hayes Theatre.

☆ ☆ ☆

Ronald Reagan and his wife Nancy Davis will co-CBStar in the "Zane Grey Theatre" teledrama on Thanksgiving Day. . . . CBS news teams in 50 state capitals augmented by seven news units deployed across the country will funnel their election news data into the net's election headquarters located at Studio 65 in New York. . . . Bob Velazco, prexy of Musifex, celebrating the firm's third year of successful operation by augmenting its library with many new original thematic and background music and sound effects. Bob's dad, Emil, ranks among the world's greatest organists. . . . Maestro Paul Taubman back from a tour of the Bahamas. While there he discussed plans for the Governor-General to conduct a concert tour there next summer featuring local native musicians. . . . The tv NBCoverage of the election returns next Tuesday will feature Chet Huntley and David Brinkley operating from a special-equipped studio 8 H in Radio City. With the resignation of George Shupert, Prexy Joe Vogel has elevated John B. Burns to the newly-created post of MGM-TV general sales manager and will supervise all MGM-TV sales divisions. Burns came to MGM in 1959 when he left ABC Films where he served as TVeep. . . . The Concert Network (WNCN) in association with WOR (AM and FM) will bring the music of the Philadelphia Symphony Orchestra, under the direction of Eugene Ormandy, to New York listeners this Sunday evening in the first of a series of stereophonic radio concerts. . . . Star of many motion pictures and several Broadway clicks, Phyllis Thaxter will star in the title role of "The Trapped Housewife," an NBC-TV Special, Thursday, Nov. 10 (4-5 P.M.) written and produced by George Lefferts. . . . Prexy Dave Bader of Durham Telefilms, Inc. and Wm. L. Cooper, Jr. of WPIX have made a deal whereby the former will handle domestic distribution of three full hour WPIX Documentaries, "Russian Revolution," "The Cold War" and "The Secret Life of Adolf Hitler." . . . Producer of the WOR-TV "Foreign Film Festival," Carlo Vinti has been cited by the Italian Historic Society of America for his Saturday nite teleseries. . . . Eugene O'Neill's great play, "The Iceman Cometh," will be presented over a 2-week period TVia WNTA starting Monday, Nov. 14 with part two running from Nov. 21 thru Sunday, 27th. (10:30 P.M.) The ambitious project, starring Jason Robards, Jr. and co-starring Myron McCormick with Joan Copeland, will be produced by Lewis Freedman with "Tony" Miner, executive producer.

SAG Board Asks Strike Authority

From THE DAILY Bureau

HOLLYWOOD, Nov. 1. — The Screen Actors Guild is polling its national membership immediately in a secret mail referendum, asking authority to call a strike in the field of television commercials in the event such action becomes necessary to obtain an adequate contract.

More than 14,000 ballots will be mailed within next few days. The Guild's by-laws require a 75 per cent majority for approval of strike authorization.

New Company Offers 'Believe It or Not'

Formation of Major Programs, Inc. (MPI), for the distribution of filmed television programs was announced yesterday by Hardie Frieberg, president of the new company.

The first series MPI will place into distribution will be 104 five-minute episodes of the long-running newspaper feature, Ripley's "Believe It or Not." Twenty of the pictures already have been completed by Sceptre Productions, Inc., of Hollywood.

The distribution agreement was negotiated by Frieberg, representing MPI, and Jack Rabin, president of Sceptre.

Three account executives have been named by Frieberg to the MPI sales staff. They are Owen Duffy, who will be responsible for sales in the northeast; Ed Simmel, who will cover the far west, headquartering in Los Angeles, and Bruce Collier, who will cover Texas and Oklahoma.

Heim Named to New Seven Arts Sales Post

The appointment of Jack Heim as director of feature sales was announced yesterday by Don Klauber, vice-president and national sales manager of Seven Arts Associated. This rounds out the Seven Arts marketing plan previously announced by Bob Rich, Seven Arts vice-president and general sales manager, Klauber said.

It places Heim in charge of the Eastern half of the United States, with Lester Tobias as director of special feature sales in the Western half.

Baxter Appointed

LONDON, Nov. 1.—Film producer John Baxter has been appointed executive controller of TWW Ltd., the commercial tv program contracting company for South Wales and the West of England.

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MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 87 NEW YORK, U.S.A., THURSDAY, NOVEMBER 3, 1960 TEN CENTS

$ Million-Plus Budget

Pathe-Alpha Announces Its First Picture

Initial Production on Slate Of 12-14 Films Annually

"The Deadly Companions," starring Maureen O'Hara, will be the first picture on the production schedule of Pathe-Alpha Distributing Co., it was announced yesterday by Albert M. Pickus, president of Theatre Owners of America, and Budd Rogers, president of Pathe-Alpha.

Pickus said the movie, which is budgeted at over $1,000,000, will be produced by Charles B. FitzSimons, from A. S. Fleischman's novel, "Yellowleg," and has been approved by TOA's Production Review Committee.

Rogers said the picture is scheduled to go before the cameras late in December or early January, and should be ready for release in the April-May period.

Pathe-Alpha has announced plans to produce from 12 to 14 pictures a

(*Continued on page 4*)

Davee, Hatch Elections By TESMA Are Official

Official election of L. W. Davee as president and Arthur J. Hatch as vice-president of Theatre Equipment and Supply Manufacturers Ass'n. was announced here by the election tally committee of the group. They were nominated at the TESMA convention

(*Continued on page 3*)

134 'Ben-Hur' Dates Gross $34,000,000

M-G-M's "Ben-Hur" has already grossed more than $34,000,000 at the box office in reports from its first 134 engagements, according to the company. The 97 domestic and Canadian engagements have taken in over $25,000,000 and the 37 overseas engagements have added $9,000,000.

At Loew's State in New York,

(*Continued on page 4*)

TELEVISION TODAY—page 5

AMPA Achievement Award Winners Stress Vital Role of Advertising

The vital importance of advertising and publicity especially under the changing conditions of the industry was underlined at the first annual Achievement Awards luncheon held yesterday by Associated Motion Picture Advertisers, Inc. at the Hotel Piccadilly.

AMPA presented the awards to Milton Rackmil, "for his inspiring leadership which enabled Universal Pictures to regain a dominant position among producer-distributor organizations"; to S. H. Fabian, "in recognition of his personal integrity, leadership and efforts which enabled him to activate the American Congress of Exhibitors"; to MGM and Joseph Vogel, for the advertising and promotion campaign for "Ben-Hur"; to Joseph E. Levine, "for outstanding showmanship"; to Gordon S. White in recognition of "his long years of de-

(*Continued on page 3*)

AMPP and Coast AFM Sign New Pact; Pay Hikes Set

HOLLYWOOD, Nov. 2. — A 3½-year contract was signed here late tonight by the Association of Motion Picture Producers and American Federation of Musicians, featuring a 5 per cent increase, effective Oct. 1, 1961, and an additional 7 per cent increase effective Nov. 1, 1962. Musicians will hold a ratification meeting Saturday.

IRS Seeks U.S. Data On Firms Owned Abroad

By E. H. KAHN

WASHINGTON, Nov. 2. — The Internal Revenue Service has proposed to require U.S. corporations to report certain information concerning foreign firms that they control. A public hearing on the proposed rules is scheduled for Nov. 15.

The move appears aimed at Western Hemisphere corporations as well as other foreign firms. American corporations would have to report for all foreign companies in which they hold over 50 per cent of the stock. Controlled foreign firms will have to

(*Continued on page 4*)

'Public Merchandising Package' for 'Esther'

Plans for another 20th Century-Fox "public merchandising package" were revealed yesterday by vice-president Charles Einfeld for the company's holiday release, "Esther and the King." The "merchandising package," used on such 20th-Fox films as "Journey to the Center of the Earth," "The Lost World," "From the Terrace" and "North to Alaska," embodies a "modernized, packaged" campaign which if offered exhibitors with each sales contract for an "Esther" engagement.

In choosing "Esther," it was point-

(*Continued on page 3*)

Says Theatres, Retail Businesses Can Aid Each Other thru Showmanship

Special to THE DAILY

COLUMBIA, Mo., Nov. 2.—Theatres and retail businesses can cooperate to mutual benefit through the medium of showmanship, Richard H. Orear, president of Commonwealth Theatres, said here following the opening of a new million-dollar shopping center adiacent to his circuit's Broadway Drive-In Theatre.

The new shopping center has facilities for 12 merchants, ten now in operation and the others expected to open soon. It is estimated that around 15,000 people visited the new business venture during its first day.

Three-day opening festivities, including an old fashioned barbecue and free passes to the drive-in through a merchants' tie-up, were organized by Earl Douglas, city manager of Commonwealth in Columbia, and Shelby Bourne of the Uptown Theatre. Merchants were highly pleased with the three-day celebration and several expressed "amazement" at the public attendance.

Commenting on this Orear said: "Here we have an example of how show business and a retail business venture can operate with mutual benefits. There is little doubt that our drive-in theatre, and its skilled man-

(*Continued on page 4*)

Annual Meet

Business Aids Prominent on Allied Program

Business-Building, Film Clinics, Projection Up

Special to THE DAILY

CHICAGO, Nov. 2. — A business building forum, film buying clinics for small and large drive-ins and small town and big city conventional theatres, a concessions workshop, a seminar on better theatre projection, and talks by distribution executives comprise the main features of Allied States annual convention which will open at the Conrad Hilton Hotel here on Monday.

Other highlights of the three - day meeting include a report on the American Congress of Exhibitors by its chairman, S. H. Fabian, and reports on the Council of Motion Picture Organizations by Ben Marcus, Allied's representative on the Compo

(*Continued on page 2*)

Allied Election Support Is Told to Candidates

Special to THE DAILY

LAKE PARK, Ia., Nov. 2.—Assurance that Allied States Ass'n. is doing all in its power to get out the vote in the presidential election and to secure financial support for both parties has been given the two candidates by Al Myrick, president of Allied and owner of the State Theatre here.

In wires to Vice-President Nixon and Senator Kennedy, Myrick said:

(*Continued on page 2*)

7 Countries Win S.F. Short Subject Awards

Special to THE DAILY

SAN FRANCISCO, Nov. 2—Seven countries won Golden Gate Awards with short subjects in the San Francisco International Film Festival. The United States was the only nation to capture two of the plaques in this division. Twin awards were made in two categories.

The winners: Best animated films: "Homosapiens" (Roumania) and

(*Continued on page 4*)

PERSONAL MENTION

WALTER WOOD, producer, of Murray-Wood Productions, will leave Hollywood today for New York conferences with officials of M-G-M and United Artists.

•

ERNEST PINTOFF, president of Pintoff Productions, has returned to New York from Annency, France, where he attended the International Animation Festival.

•

MORRIS LEFKO, in charge of "Ben-Hur" sales for M-G-M, is in Pittsburgh from New York for conferences with LOU MARX, Central division branch manager.

•

RAY STARK, producer, returned to New York from London yesterday via B.O.A.C.

•

HAROLD "BUD" ROSE, exchange manager for Allied Artists in Milwaukee, has returned there with his bride, the former CLAIR BAUM, from a honeymoon in Las Vegas.

•

ROBERT MOSCOW, general manager of the Rialto Theatre, Atlanta, has returned there from New York.

•

HARRY JORDAN, film auditor for Frank H. Durkee Enterprises, Baltimore, has become a grandfather with the birth of a son, RAYMOND MICHAEL JONES, to his daughter and son-in-law.

•

A. M. SCHUMAN, Connecticut industry pioneer formerly of Hartford but more recently retired to Florida, has left there with MRS. SCHUMAN for a vacation in Japan.

J. J. Hahn Services

DALLAS, Nov. 2.—Funeral services were held here today for Joseph J. Hahn, 54, former accountant with the old Paramount-Publix Theatres Corp. in New York, who died of a heart attack on Sunday. In recent years a hotel executive and manager of the Press Club here, Hahn was an accountant and public relations man for Phil Isley Theatres here in 1951.



Business Aids on Allied Slate

(*Continued from page* 1)

triumvirate, and by Charles E. McCarthy, Compo executive president.

The convention will be preceded by meetings of the Allied board of directors over the weekend and running into Monday morning. The first convention business session is scheduled for Monday afternoon.

No election of officers is on the agenda of the board. The annual election is held at the midwinter board meeting, ordinarily called for late January or early February.

Trade Show Opens Sunday

The trade show of the National Association of Concessionaires being held in conjunction with the convention will open Sunday afternoon and continue through Wednesday.

Sam C. Meyers, vice-president of Allied Theatres of Illinois, will open the convention officially and welcome the delegates. Mayor Richard Daley if Chioago is scheduled to greet the conventioneers, and Jack Kirsch, president of Illinois Allied and convention chairman, will make the keynote address. Al C. Myrick, president of national Allied, will preside at all convention business sessions.

The Compo reports will be made at the opening session and will be followed by the business building forum. Presiding at the latter will be Milton London, president of Allied Theatres of Michigan; Harry Hendel, board chairman of Western Pennsylvania Allied; Otto Settele, Pulaski, Wis., and Keith Milner, Cresco, Ia.

Film Clinics on Tuesday

The film clinics for small city and large city drive-ins and conventional theatres will occupy Tuesday morning, while the afternoon will be devoted to a joint NAC-Allied workshop on concessions. Panel members for the latter will include S. J. Papas, NAC president; Edwin Gage, treasurer; Bert Nathan, past president, and A. J. Schmitt, second vice-president.

Speakers from distribution are on the morning and afternoon programs for Wednesday, among them being A. W. Schwalberg, president of Citation Films; Burton E. Robbins, president of National Screen Service; C. Glenn Norris, general sales manager of 20th Century-Fox; Budd Rogers, general sales manager of Pathe-Alpha, and Milton R. Rackmil, president of Universal Pictures.

Toll-TV Discussion Slated

Also on the Wednesday program are Marc Wolf of Allied of Indiana, who will talk on "Toll-TV"; Fabian, on ACE, and the panel on projection problems. Participating in the latter will be L. W. Davee, president of Century Projector; A. J. Hatch, Jr., Strong Electric; Leonard Satz, Technikote Corp.; J. W. Cosby, National Carbon; Hugh McLachlan, Y & W Theatre Circuit; D. H. Peterson, Bausch & Lomb, and H. B. Tollette, Marcus Theatre Management.

Convention social activities include breakfasts and luncheons for the delegates; a cocktail party hosted by NAC; a screening of 20th Century-Fox's "North to Alaska"; a luncheon sponsored by American International Pictures at which Milton Moritz, AIP advertising director, and Max Fetty of Baton Rouge, La., will be speakers; an international cocktail party sponsored by Pepsi-Cola; a cocktail reception sponsored by National Carbon, and the annual convention banquet, sponsored by Coca-Cola.

Maureen O'Hara, star of Pathe-Alpha's first production; Ina Ballin and other celebrities will be guests at the banquet. Allied Awards will be made to Rackmil, voted Industry Man of the Year; Ben Marcus, Showman of the Year; Shirley MacLaine, actress of the Year; Tony Curtis, Actor of the Year, and Billy Wilder, Director of the Year.

In addition, social events have been arranged especially for wives of the delegates.

Boston, Cleve., N.H. Leaders in UA Drive

Boston, Cleveland and New Haven have won first place honors for the first lap of United Artists' Salute to Max E. Youngstein Drive, it was announced by co-captains William J. Heineman, vice president, and David V. Picker, executive assistant to UA President Arthur B. Krim.

The co-captains also cited Western Division Manager Al Fitter as leader in divisions and Eastern District Manager Gene Tunick as the leader in districts as the drive continues in its second lap. Managers of the three leading exchanges are: Harry Segal, Boston; Dave Rosenthal, Cleveland, and Irving Mendelson, New Haven.

Mild 'Saturation' for 'Ben-Hur' in No. Ohio

Special to THE DAILY

CLEVELAND, Nov. 2. — M-G-M begins a mild saturation of the showing of "Ben-Hur" in Northern Ohio. It is in its 41st week in Loew's Ohio here and may be nearing the end of its run with, according to rumor, "The Alamo" in the offing.

"Ben-Hur" opens a run in Warren on Nov. 9. On Nov. 23 it will be in Mansfield, and it goes into East Liverpool on Dec. 23. Should "Ben-Hur" continue in Cleveland, it will have fairly neighborly competition over the Holidays when it begins its run in the State Theatre in nearby Cuyahoga Falls.

Italian Gov't. Cites S. F. Festival Head

Special to THE DAILY

SAN FRANCISCO, Nov. 2. — The Italian Government today decorated Irving M. Levin with that country's Star of Solidarity as a tribute to Levin's success as a director of the San Francisco International Film Festival which he founded four years ago under the auspices of the San Francisco Art Commission.

"You have earned this token of my government's appreciation," said Council General Allesandro Savorgnan in making the presentation.

Election Help

(*Continued from page* 1)

"Congratulations to you on being selected by your party to seek the highest office in the world. An honor bestowed on very few individuals during the history of our nation.

"Please let me bring to your attention that Allied States Association who represents thousands of theatres all over the nation, is doing all in its power to get out the vote and secure financial support of both parties, a chore it has always performed locally and nationally.

"The success of this campaign within the motion picture industry will be due to the efforts of the exhibitors, as no other segment of our industry reaches so many eligible voters.

"No one has the right to speak for the entire motion picture industry, and we do not want to lose our identity, nor let others take credit for our work in the field. However, we do want to assure you the exhibitors are giving this campaign their best effort."

TOA Enrolls Another

The Brattle Theatre, Cambridge, Mass., operated by Brattle Films, Inc., headed by Cyrus I. Harvey, Jr., has enrolled in Theatre Owners of America. Harvey also is associated with Janus Films, distributors of imported films.

New Mark for 'Sunday'

"Never on Sunday" broke its first-week record gross at the Plaza Theatre here with an even greater second week take of $27,177, it is reported by Lopert Pictures. The picture in its first week racked up $26,883.

Bugie Succeeds Lipow

CLEVELAND, Nov. 2. — Gordon Bugie succeeded Jerome Lipow as film salesman on the United Artists staff here this week. Lipow has just opened the new Valiant Films exchange as branch manager, covering Cleveland and Pittsburgh areas.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

AMPA Awards

(*Continued from page* 1)

voted service as director of the Advertising Code Administration"; and to Adolph Zukor, in recognition of his many contributions to the motion picture industry.

Vogel's award was accepted for him by Robert Mochrie, vice-president and sales head of M-G-M and White's was accepted by Taylor Mills, information director of the MPAA.

Guests on the dais at the luncheon, in addition to the Awards recipients, included Letitia Roman, star of "G.I. Blues."

All of the speakers stressed the place advertising and publicity people must play and are playing in advancing the industry under today's conditions. "This has always been an immense responsibility," Rackmil said, "but today it is even more so in view of the tremendous pressure from competition and critics both within and outside our industry who are trying to malign us by rumor, misrepresentation and unwarranted accusation."

Mochrie Points to Changes

Mochrie accepting Vogel's award, emphasized that the industry is not contracting but changing and that the people who guide and formulate its policies and especially those who present its image to the public—the advertising men—must have the vision and imagination to change with it.

Levine, honored as the man who restored the spirit of showmanship to the industry, praised the distribution companies with whom he has had dealings in his meteoric career for having had the courage and vision to back him in his ventures.

Fabian Praises Associates

Fabian thanked the organization for his award saying that the honor was not to him so much as to the exhibitors whom he represents as chairman of ACE. He urged the necessity of bending every effort to get the full potential from every picture but pointed out also the vital need for more pictures, one of the objectives of ACE. "We cannot continue long under a policy of scarcity," he concluded.

Maurice Bergman, who presented the awards, recalled the 43 year history of AMPA and urged the organization to "assume its rightful place in the industry as the voice of the advertising departments" and to encourage the development of new and imaginative approaches to merchandising.

Zukor Lauds Ad Men

Zukor, introduced in a gracious speech by Arthur Mayer as an "elder statesman who is by no means elderly," called the advertising men "the spice, the salt and pepper of our industry" without which it would go flat and stale. "Appreciation by the public of motion pictures is greater today than it ever was," he said, adding that the future of the industry is as bright as it ever was.

Honored by AMPA for Service to Motion Picture Industry



Adolph Zukor



Milton Rackmil



S. H. Fabian



Joseph Vogel



Joseph Levine



Gordon White

New Twin Auditorium Theatre for Toronto

Special to THE DAILY

TORONTO, Nov. 2. — A new theatre in the city will be the Little Cinema, operated by Yvonne Taylor, which will have dual auditoriums of 130 seats each. Each auditorium will show a separate program and will have a reserved seat policy, with one show nightly and extra matinees Saturday. Though all seats are reserved, prices will be in accordance with downtown first-run theatres, with a slight increase Friday and Saturday evenings.

The houses are under the same management as two other art houses, the International Cinema and the Towne Cinema. Mrs. Taylor is the wife of N. A. Taylor, well-known exhibitor and distributor.

Smoking will be permitted in both small houses and the houses will be air-conditioned. Curtain times will be staggered. Opening attractions will be the Ingmar Bergman film, "Seventh Seal," and the Indian film, "Aparajito."

Package for 'Esther'

(*Continued from page* 1)

ed out that the company selected an attraction "geared for exploitation values." The package consists in the main of a national beauty contest, unusual tv and radio commercials and a concentrated "hard - sell" advertising campaign.

The national "Esther" beauty contest is currently in full swing with the country's largest theatre chains and independents taking part. Each local theatre manager will stage his own contest with the help of 20th's regional advertising-publicity managers.

A panel of local judges will be selected and area winners will compete for regional selection. Co-sponsorship is being offered by Chambers of Commerce, merchants associations, and leading department stores.

MGM Names Field Man

CLEVELAND, Nov. 2.—Kal Bruss has been appointed field publicity man here for M-G-M, the first this company has had in this area for several years. He has been a film salesman for M-G-M in the Toledo and Detroit territories for some time. He will have his headquarters in Detroit but will handle publicity in Toledo and Cleveland as well.

New Technical Program Launched by TESMA

A new technical research program, to be maintained and furthered through the cooperation of all industry technical groups, is about to be launched by Theatre Equipment and Supply Manufacturers Association, the group announced here.

To fill the vacuum caused by the dissolution of the Motion Picture Research Council, TESMA said it has determined to work closely with exhibitors and manufacturers, producers' engineering staffs, laboratories and others interested in establishing and maintaining a good screen image and good sound in theatres.

Will Furnish Liaison

While the Motion Picture Research Council was concerned with pure research as well as with research on directed projects, and while the Society of Motion Picture and Television Engineers is concerned primarily with research connected with standardization, the TESMA project will establish liaison between all interested groups to solve everyday technical problems connected directly with the operation of motion picture theatres, according to Larry Dave, TESMA's newly elected president.

Davee was authorized by the TESMA board of directors at a recent meeting to establish a committee to determine how best to accomplish the ends desired so that any theatre owner then can call upon a disinterested engineering group to tell him how to solve his technical problems relating to projection and sound.

Resolution Passed Last Week

The TESMA resolution establishing the new project was passed at a meeting of the TESMA board last week at which were present in addition to Davee, Arthur J. Hatch, TESMA vice-president and president, Strong Electric Corp.; V. J. Nolan, National Carbon Co.; Leonard Satz, Technikote Corp.; Don Peterson, Bausch & Lomb Optical Co.; George Marchev, Gordos Corp.; Lee E. Jones, Neumade Products Co.

James Biondo Dies

James Biondo, publicist for 20th Century-Fox International, died on Tuesday in the Brooklyn Veteran's Hospital following a long illness.

Davee, Hatch

(*Continued from page* 1)

in Los Angeles in September, nomination being tantamount to election.

Board members elected are as follows: three-year term: Ben Adler, Adler Silhouette Letter Co.; Lee E. Jones, Neumade Products Corp.; V. J. Nolan, National Carbon Co.; and Martin N. Wolf, The Altec Companies.

Two-year term: C. S. Ashcraft, Jr., C. S. Ashcraft Mfg. Co.; J. Robert Hoff, The Ballantyne Co.; Don Peterson, Bausch & Lomb Optical Co.; Erwin Wagner, Wagner Sign Service.

One-year term: F. W. Keilhack, Drive-In Theatre Mfg. Co.; Richard Kneisley, Kneisley Electric Co.; George Marchev, Gordos Corp.; and Leonard Satz, Technikote Corp.

Production Up As 10 Start; 28 Shooting

From THE DAILY Bureau

HOLLYWOOD, Nov. 2. — Production continues on the upswing as 10 new films began rolling this week to bring the total to 28 before the cameras. Five others were completed.

Started were "The Taste of Fear" and "Homicidal" for Columbia Pictures. "On the Double," Melville Shavelson-Jack Rose production, and the resumption of "The Pleasure of His Company," Perlberg-Seaton Production for Paramount. "The Long Rope," "Francis of Assisi" and "Madison Avenue" at 20th Century-Fox. "Town Without Pity" and "Paris Blues" for United Artists release. "Posse from Hell" at Universal-International.

Five Completed

Completed were: "Master of the World," American International production. "The Fiercest Heart" and "The Little Shepherd of Kingdom Come" for 20th Century-Fox release. "The Misfits" and "Outlaw Brother" for United Artists release.

Kendis to Buena Vista

CLEVELAND, Nov. 2.—When National Screen Service closed down its major operation in Cleveland, leaving Nat Barrach still in charge, George C. Kendis transferred his operations to Buena Vista here, where he is now office manager and regional auditor. Kendis had been office manager of National Screen for 19 years.

IRS Requests

(*Continued from page* 1)

make reports for firms which they, in turn, control. The data required is to include, for taxable years beginning after Dec. 31, 1960:

(1) The name and address of the corporation.

(2) The principal place of business of the corporation.

(3) The date of incorporation and the country under whose laws incorporated.

(4) The nature of the corporation's business.

(5) A statement of the corporation's accumulated profits as of the beginning and as of the end of its annual accounting period, with an itemized reconciliation.

(6) A balance sheet, in detail.

(7) A detailed list of transactions, itemized as to type, number, amount, and the parties thereto, which took place betwen the foreign and domestic firms, other controlled corporations, and sizable shareholders.

If IRS adopts this regulation finally, returns will have to be filed in duplicate on Form 2952 on or before the 15th of the third month following the close of the corporation's taxable year.

IRS proposes to penalize willful failure to file a return by reducing the allowable foreign tax credit by 10 per cent.

Persistent failure to file will result in periodic disallowances by additional steps of five per cent.

Directors Guild Mulls Opening Midwest Office

From THE DAILY Bureau

HOLLYWOOD, Nov. 2. — The Directors Guild of America is giving serious consideration to opening a Midwest office to provide headquarters facilities for 200 of its members in that area, it has been disclosed by national executive secretary Joseph C. Youngerman, who returned yesterday from the New York meeting of the national board of DGA.

Youngerman and eastern executive secretary Newman Burnett will meet in Detroit next month with E. Shields Dierkes, Midwest national board member, for a preliminary survey.

As previously reported, the chief reason for the New York meeting was to give the national board an opportunity for personal discussions with Eastern members, including associate director and stage manager councils, who were called into the meetings, before the formulation of the guild's demands at the forthcoming television network negotiations.

'Dondi Goes to Moon' Planned by Zugsmith

From THE DAILY Bureau

HOLLYWOOD, Nov. 2. — "Dondi Goes to the Moon" will be the second "Dondi" picture, it has been announced by Albert Zugsmith, who produced and directed "Dondi" starring David Janssen, Patti Page and introducing six-year-old David Kory.

Zugsmith will endeavor to sign Janssen and Miss Page for "Dondi Goes to the Moon," which he will make following completion of "Confessions of an Opium Eater," also for Allied Artists.

FEATURE REVIEWS

Walk Tall

20th-Fox—CinemaScope

HARTFORD, Nov. 2

Willard Parker, Joyce Meadows, Kent Taylor and other faces and names readily recognized by the actiton and wide-open-spaces screen aficionados people this fast-moving CinemaScope-DeLuxe color vehicle produced and directed by Maury Dexter for Associated Producers, Inc. Aggressively sold, it can hold up as well if not better than like-patterned attractions emerging from Hollywood over the years.

Cavalry Captain Willard Parker is sent by his commanding officer on a lone mission to capture renegade Kent Taylor and bring him back to the fort for trial. Taylor, a one-time Army officer, has, with three henchman, been killing and scalping Indians for the bounty money. After the U. S. made a treaty with the Indians, Kent arrogantly continued raiding, in the process killing the bride of a powerful young chief, and now the chief and several aides have also set out to find and kill Taylor. It is Parker's mission to get to Taylor before the Indians.

Before Parker captures Taylor, the latter surreptitiously hides $4,000 in bounty money. Parker then sets out on the desperate trek to the fort, realizing that both the Indians and Taylor's henchmen are still scouring the plains looking for the wary Taylor and his captor. Enroute back, the duo find Joyce Meadows, survivor of a vicious Indian attack. Meanwhile, Taylor's henchmen are closing in. Bitten by a rattle snake, Taylor feigns convulsions. When Parker tries to help him, Taylor winds his handcuff chains around Parker's throat and forces Miss Meadows to release him.

A fight develops in which Parker whips Taylor, but latter is rescued by arrival of his wandering henchmen, and Parker's left for dead. The renegades now take Miss Meadows and head for Taylor's money cache. True to screen Western tradition, Parker quickly revives and follows the gunmen, eventually killing two and scaring the third off. Just as Taylor gets the drop on Parker, the aforementioned Indian chief arrives on the scene with the body of the third gunman. The Indian's honor is satisfied as Taylor meets his sudden demise. Parker and a now romantically-inclined Miss Meadows leave for the relative tranquility of the Army fort. Running time, 60 minutes. Release, in October.

A. M. W.

Legions of the Nile

Alexandra—20th Century-Fox (CinemaScope)

"Legions of the Nile" follows the currently successful format in adventure pictures. Produced in Europe by Alexandra Productions, a French-Spanish-Italian combine, the film will be attractive to the neighborhood audiences because of its story location and the CinemaScope and De Luxe Color processes with all the emphasis on action.

The screenplay by Vittorio Cottafavi, Giorgio Cristallini, Arnaldo Marrosu and Ennio De Concini as directed by Cottfavi, is a retelling of the Cleopatra-Mark Antony affair which is strictly family fare, although at times it comes close to being unnecessarily violent.

The 20th Century-Fox release tells of Curridius (Ettore Manni), a Roman soldier and friend of Antony, who travels to Alexandria prior to that city's fall in an attempt to persuade his former companion to return to Rome before it is too late. While trying to convince Antony (Georges Marchal), Manni becomes involved in local intrigues and falls in love with a mysterious maid who appears in the night. When the lady turns out to be Cleopatra, played by beautiful Argentine-born Linda Cristal, who kisses him merely to feel the "jealousy and passion" of ordinary women, Manni returns to the army of Caesar Augustus, to help bring about the destruction of the Egyptian kingdom.

Giorgio Ubaldy, who directed the battle scene, deserves mention for giving the film its most impressive sequence and Vittorio Rossi's costumes are not only detailed and colorful, but consistently in keeping with the period. The dubbing here is better than some recent products received from abroad.

Running time, 91 minutes. Release, in December.

WILLIAM WERNETH

S.F. Short Subjects

(*Continued from page* 1)

"Concerto for Sub-Machine Gun" (Yugoslavia). Best art film: "Immortality" (Hungary).

Best creative experimental film: "Pow Wow" (United States). Best documentary short: "Deracinements" (France). Best fiotion short: "Revenge" (Russia) and "Day of the Painter" (United States). Best industrial film: "Roughnecks" (Canada).

'Exodus' to Kansas City

Otto Preminger's "Exodus" will have its Kansas City premiere at the Empire Theatre there on Dec. 21, starting an exclusive, reserved-seat engagement. The United Artists release will play 10 performances weekly, with 14 soheduled for Christmas Week.

Pathe-Alpha

(*Continued from page* 1)

year, as a means of easing the current product shortage. TOA's committee will review each script, approving those it considers would be playable in any commercial theatre, and has the ingredients to make it successful at the boxoffice. Pathe-Alpha will wholly finance and produce each approved film; and TOA will urge its members to play the approved films.

Rogers said the director, other members of the cast and the production staff will be announced shortly.

"Deadly Companions" was approved as Pathe-Alpha's first production under the TOA-cooperative program, by a TOA committee which consists of George G. Kerasotes of Springfield, Ill.; Samuel Pinanski of Boston; E. D. Martin of Columbus, Ga., and Walter Reade, Jr., of Oakhurst, N. J., all past presidents of TOA, and M. Spencer Leve an assistant to the president of TOA, of Los Angeles. Pickus is serving ex-officio.

At TOA's 13th annual convention in Los Angeles last September, Pathe-Alpha announced a production program containing 14 possible pictures one of which was "Deadly Companions." Rogers said TOA's committee is currently reviewing additional suggested scripts, and that as each picture is approved, it will be added as quickly as possible to Pathe-Alpha's production program.

Theatres, Retailers

(*Continued from page* 1)

agement in the field of show business itself, can do a lot toward helping business men in the shopping center reap the ultimate in traffic. The basics of good show business are of value to the retail business man. By the same token, we also now have proof that retail business men can aid the basics of good showmanship—and both fields can profit from the merchandising knowledge that each possesses!

'Ben-Hur' Dates

(*Continued from page* 1)

where the film will celebrate its first anniversary Nov. 18, the box office gross has exceeded $2,300,000. Three other U. S. cities have topped the million-dollar mark—the Boyd Theatre, Philadelphia; Egyptian, Los Angeles; and the Michael Todd, Chicago.

'Lace' Heads for Record

Universal-International's "Midnight Lace," which opened in key situations across the country at the weekend, is rolling up the best U-I business since "Operation Petticoat" and "Pillow Talk," according to the company. Openings include the Arcadia, Philadelphia; Hippodrome, Cleveland; United Artists, Chicago; Loew's Uptown, Toronto, and the Palace, Albany. It is in its third week at Radio City Music Hall, New York.

TENT TALK

Variety Club News

LONDON—The British Broadcasting Corp. was honored by Variety Club of Great Britain at a special luncheon in the Savoy Hotel for support it has given the Variety Club and its work for children's charities. John Snagge, dean of Britain's commentators, introduced his BBC co-workers and fellow-guests, including Eamonn Andrews, Rex Alston, Michael Tyrton, Billy Cotton, Jimmy Edwards, Freddie Grisewood, Kathleen Harrison, Kenneth Horne, David Jacobs, Max Jaffa, Brian Johnston, Sandy McPherson, Jean Metcalfe, Pete Murray, Michael Meedwin, Vic Oliver, Ted Ray, Semprini, Tommy Trinder, Jack Warner, Anona Winn and Nan Winton.

△

MINNEAPOLIS—Election of board members for Tent No. 12 has been scheduled for Nov. 7. Official delegates to the international convention also will be named at that time. Heading the nominating committee will be Sim Heller as chairman. Also serving on the committee are Joe Paloloff, LeRoy Miller, Shelly Grengs and Byron Shapiro. Heller has been named chairman for the 1961 convention campaign by chief barker Tom Burke.

△

MEMPHIS — The Variety Club of Memphis, honored only recently when it received the Heart Award from International Chief Barker Edward Emanuel, has been praised again for its humanitarian program. The honor came in the form of a special tribute by the Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee to Dr. Lorin Angier for his work as director of the Variety Children's Heart Institute in Memphis. Doctor Angier accepted a special plaque from Gordon Hutchins, of Russellville, Arkansas, retiring president of the Mid-South MPTO group.

Story of D.W. Griffith Slated as TV Special

From THE DAILY Bureau

HOLLYWOOD, Nov. 2. — The story of David Wark Griffith, and the glamorous show business empire he helped create is slated as a 90-minute television special to be produced early next year by Allied Artists' informational films division.

This is announced by Jack Copeland, the division's executive producer, who also disclosed he is negotiating with Arthur Knight, an authority on the history of Hollywood, to write the teleplay.

Under Copeland's supervision, preparations now are under way for the division's initial production, "He Reached for Eternity," life story of scientist Albert Einstein. The script for this 90-minute special is being written by Malvin Wald.

Television Today

Commercials Should Mix 'Good Sell With Good Sense,' Code Leader Says

E. K. Hartenbower, chairman of the Television Code Review Board of the National Association of Broadcasters, will say here today that broadcasters and advertisers have a joint stake in radio-tv commercials and must strive continuously to combine "enthusiasm with truth . . . good sell with good sense." Hartenbower, vice-president and general manager of KCMO-TV, Kansas City, Mo., will speak before the seventh annual new products seminar at the Savoy Hilton Hotel. Text of the speech was released yesterday.

He will say broadcasting and broadcast advertising can expect more scrutiny and efforts at regulation from government agencies and congressional critics in the year ahead. The signs are too clear, to predict that "this unpleasantness will all blow away."

Emphasizing that broadcasters and advertisers must work together in making more effective the codes of good practices sponsored by NAB for both radio and television, Hartenbower will tell advertisers attending the seminar:

'We Are in this Thing Together'

"Like it or not, we are like the missionaries in the cannibal's cookpot . . . We are in this thing together. Regulations or policies that would hamstring us will also hamstring your efforts to introduce new goods and services to the mass buying audiences that only radio and television command. Anything that hampers the freedom and flexibility of these great media hampers your use of them."

The TV Code Board Chairman will report "remarkable progress" by broadcasters and advertisers during the past year in improving the overall taste of TV commercials, but say more effort is needed in this direction, as well as in the categories of accuracy, substantiation and derogation.

Urges Editing

He will say Code Board members have been described as "prissy, picayune and mid-Victorian . . . as old-fashioned as Aunt Sally's bustle," but that they have demonstrated from experience that it is "easier to edit beforehand than to produce a $20,000 commercial that disgusts the public." Responsible broadcasters and responsible advertisers, he will say "are both concerned with the public's reaction because we want the public's faith."

"If four out of five New York doctors are said to recommend a product, or if Brand A works three and one-half times as fast as Brand Z," he will say, "surely the broadcast licensee should have the assurance that there are reliable facts and figures to back the claims."

Taylor Company Buys Canadian Stations

Special to THE DAILY

TORONTO, Nov. 2.—A group of companies, including a film producing company, have combined to purchase a radio station and a tv station in Cornwall, Ont.

Beaver Films Productions, Toronto, in conjunction with Canadian Marconi, Montreal, Bushnell Broadcast Associates, Ltd., Ottawa, and Granada TV Networks, Ltd., Britain, have bought CJSS-FM and CJSS-TV Cornwall. The purchase is subject to the approval of the Board of Broadcast Governors.

Partner in Other Stations

Beaver Film Production is an N. A. Taylor Associates company and its executives have an interest in the Bushnell company, which holds the license for the new Ottawa tv station and is a partner in the company that will establish the Pembroke, Ont., station.

Full Hour TV Program On 'Return to Peyton'

Jerry Wald's "Return to Peyton Place" will have a public introduction via a full-hour NBC television program devoted entirely to the making of the film. The program will be televised six-months in advance of the film's release.

"Project 20," NBC's documentary show, will cover the making of the film from start to finish and camera crews will photograph Wald's company in the preparation of the attraction, according to Donald Hyde, "20's" producer.

Robinson, Mirell V.P.s

Peter G. Robinson has been named vice president in charge of programs, and Leon I. Mirell vice president in charge of administration and business affairs, for Selmur Productions, it was announced by Selig J. Seligman, president of the wholly-owned subsidiary of American Broadcasting-Paramount Theatres. Before their promotions, Robinson was program director for Selmur and supervisor of the company's two ABC-TV daytime shows, "Day In Court" and "Morning Court," which account for 10 half-hours of network programming weekly, and Robinson was program director of KABC-TV, Los Angeles, which he joined in 1954.

Who's Where

Tex McCrary, noted broadcaster and chairman of the board of Tex McCrary, Inc., public relations, has been appointed chairman of the International Television Festival Committee of the National Academy of Television Arts and Sciences, it was announced by **Harry S. Ackerman**, president.

□

Jack Sobel has joined Screen Gems, Inc., as national sales manager, it was announced by **John H. Mitchell**, vice-president in charge of sales of the Columbia Pictures tv subsidiary. Sobel has resigned from GAC-TV, where he was vice-president and director of sales.

□

The appointment of **Louis J. Rauchenberger** as director of accounting for the CBS Television Network, effective immediately, was announced by **James H. Geer**, controller. Rauchenberger has been with CBS since 1958, most recently as assistant director of accounting. Before joining CBS he was with Arthur Young & Company, public accountants.

Skelton TV Units Will Tape Bell Tele. Show

From THE DAILY Bureau

HOLLYWOOD, Nov. 2. — The Skelton RED-EO-TAPE mobile television units will make their debut in the entertainment field by taping in color an entire Bell Telephone Hour from Disneyland, it was jointly announced by Henry Jaffe Enterprises and Charles Luftig, executive vice-president of Skelton Studios.

The mobile tv studio will tape "The Sounds of America" segment of the Bell Hour at Disneyland in three sessions, Nov. 7 and 8, 14 and 15, 21 and 22, with important stars as yet uncast working against the backgorund of the famed amusement park.

CNP Shooting in East At Miami, Greenwich

From THE DAILY Bureau

HOLLYWOOD, Nov. 2.—Shooting on "The Blue Angel," television series of California National Productions, is being shifted from here to Miami. The company's other series shooting in the East is "The Funny Mans," now in work at Greenwich, Conn.

Meanwhile, here, CNP has resumed production of Jim Backus' "Hot Off the Wire," first episode of which is "Piano Prodigy," written by Arthur Marx, son of Groucho.

ONE PERFORMANCE ONLY!
AND THE BIG ATTRACTION OF THE YEAR!



Let's make it "S.R.O." for our friend Joe — 1960's Pioneer of the Year!

— Al Fabian
President,
Motion Picture Pioneers

THE BIG NIGHT: November 21 at the Waldorf! Entertainment, fun and surprises to make it the Pioneer Party of all time! Tickets (for members only) $20 each. Send your check today to Motion Picture Pioneers, Inc., 1585 Broadway, New York 36, N.Y.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 88, NO. 88 NEW YORK, U.S.A., FRIDAY, NOVEMBER 4, 1960 TEN CENTS

lan Meets

TOA-Academy Set Liaison on Oscar' Show

Name Cooperative Units; Look to Industry Sponsor

A new liason program, designed to ffect a closer relationship and greater ooperation between the nation's neatres and the annual "Oscar" ward program, was announced yesrday by the Academy of Motion icture Arts and Sciences in Hollyood, and the Theatre Owners of merica, in New York.

Valentine Davies, president of the cademy, and Albert M. Pickus, resident of TOA, announced the apointment of liaison committees for neir organizations, and indicated neetings would be scheduled shortly o further the joint program.

They also disclosed that during the OA annual convention in Los

(*Continued on page 7*)

Wayne Editing 'Alamo' To 160 Minutes

A published report that John Wayne s in Hollywood supervising the exision of approximately 30 minutes f footage from his 191-minute "The lamo" was confirmed here yesterday y the Russell Birdwell office, in harge of public relations for the ctor-producer-director of the picture ow at the Rivoli Theatre here and everal other "hard-ticket" engagements.

The same source said the further diting of the picture would not result in any change in the "hard tick-

(*Continued on page 7*)

Injunction Denied in Wayne, Warner Suit

Judge Owen McGivern in Supreme Court, New York County, has denied Batjac Productions, Inc.'s motion to enjoin Warner Bros. Pictures, Seven Arts Associated Corp. and Seven Arts Productions, Ltd., from licensing to television a number of post-1949 Batjac pictures distributed

(*Continued on page 7*)

Allied's Officer Slate in Doubt

Special to THE DAILY

CHICAGO, Nov. 3.—National Allied States' slate of officers for the next year appeared to be in doubt as the board of directors prepared to open its series of weekend meetings here on Saturday. The annual election is a major item on the board's agenda.

Doubt about the probable slate was increased by the fact that no premeeting electioneering has been in progress and it is not known whether Al Myrick, president, will consent to stand for reelection for another year. Myrick has been ill in recent months and was released from the hospital only a few weeks ago.

When Myrick's predecessor, Horace Adams, was similarly stricken in

(*Continued on page 2*)

AIP Acquires 3 for Foreign Distribution

By SIDNEY RECHETNIK

In line with its overseas expansion program, American International Pictures for the first time has acquired three films exclusively for foreign distribution. The pictures, as revealed by AIP president James H. Nicholson at a trade press luncheon at Sardi's Restaurant here yesterday are "The Matador," for distribution in Latin America and the Far East; "Some Like It Cold," an Italian comedy for distribution in South America, and the Jack Palance starrer, "Revolt of the Barbarian," for the Far East and South America. The latter film is a

(*Continued on page 2*)

Johnston Proposal Accepted

West Africa Company Is Studied by MPEA

Would Develop New Theatres; Distribute And Promote U.S. Films in New Nations

In response to a suggestion by Eric Johnston, president of the Motion Picture Export Ass'n., the MPEA board yesterday authorized the appointment of a committee to consider the establishment of a West African Development Company. Johnston made the recommendation as a result of a personal survey of the African film market earlier this year.



Eric Johnston

Purpose of the new company would be to develop new theatres, to provide direct distribution of American films in the area, and to promote and protect the general interests of American motion pictures in the new nations.

The project would encompass all West African countries from Senegal down to Angola. This area has a population of more than a hundred

(*Continued on page 8*)

Pension Fund Part of AFM, AMPP Contract

From THE DAILY Bureau

HOLLYWOOD, Nov. 3. — Members of the Association of Motion Picture Producers will start to contribute three per cent of the proceeds of post-'48 film sales to the pension fund of the American Federation of Musicians as part of the new three and one-half year contract signed

(*Continued on page 7*)

Appeals Court Reverses 'Salt' Case Dismissal

The U. S. Circuit Court of Appeals here yesterday reversed a Federal district court dismissal last year of the $7,500,000 damage suit filed by Independent Productions Corp. and IPC Distributing Corp. against 107 film and theatre companies, including the seven major producers-distributors, over an alleged conspiracy to refuse

(*Continued on page 8*)

See Paramount TV Color Tube Nearer; Financial Study Cites Asset Values

Paramount Pictures' Chromatic Division has progressed in the development of a new low-priced color television tube to the point at which it claims to be negotiating with "a major domestic concern" in an effort to market a reasonably priced color set, a research report on Paramount prepared by L. F. Rothschild & Co., downtown investment firm, reports in a customers' letter.

The report also discusses Paramount's pay-tv position favorably, its Autometric Division and its film operations.

It concludes that "Paramount's basic operations, together with dividend income, produce earnings of roughly $2.50 per share; combined with income from the sale of the pre-1948 film library, per share results of around $5.00 are indicated for the next few years (based on 1,683,598 shares outstanding)."

"In addition," it adds, "the stipulation possesses several unusual char-

(*Continued on page 7*)

Ted Mann Acquires Three RKO Theatres

RKO Theatres has entered into a contract to sell its properties and turn over its leases in St. Paul and Minneapolis to Ted Mann, leading exhibitor in the northwest, it was announced here yesterday by Sol Schwartz, president of RKO.

Theatres involved include the 2800-seat Orpheum and the 1800-seat Pan in Minneapolis and the 1400-seat Orpheum Theatre in downtown St. Paul. The St. Paul transaction also includes the transfer to Mann of the 200-room Capri Hotel and other properties which are part of the block long RKO holdings.

Sale price for the properties was not disclosed.

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HENRY H. "HI" MARTIN, Universal Pictures general sales manager, is in Memphis from New York.

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'Epitaph' Pocketbook

Signet Books have released a soft-cover edition of Willard Motley's "Let No Man Write My Epitaph," The motion picture version of which is a Columbia Pictures release. A special display card plugging the film and its stars accompanies the Signet books on the newsstands.

Change Hotel Name

The name of the new 21-story, 800-room luxury hotel being built by Loew's Hotels, Inc. at Lexington Avenue and 51st Street here, will be changed from the Americana East to The Summit, according to an announcement by Preston R. Tisch, president of Loew's Hotels, Inc.

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Will Open in Rome Shortly

"House of Usher" is AIP's biggest grosser both in the domestic and foreign markets, the company president told the industry press. It has done very well in England and Japan, he revealed. The picture is scheduled to open in Rome soon.

William G. Reich, AIP vice-president in charge of foreign distribution, told the luncheon gathering that the company has "no offices abroad," preferring to handle its foreign distribution through "local franchise dealers" in the countries involved.

The only co - production deal in which AIP currently is participating is the continuing one with Anglo-American of London which now is completing "Konga" in the British capital, said Nicholson. Two more films under this co-production deal are scheduled for next year, he said.

Plans 18 Films

Both Nicholson and Reich have just returned from Europe where, with Samuel Z. Arkoff, executive vice-president, the three aforementioned films were acquired. Nicholson said that his company will release domestically "12 major pictures during 1961, one a month," in addition to "six smaller-budgeted pictures," making a total of 18 pictures for the calendar year 1961 to be handled domestically by the company. This compares with four major films and 12 program pictures, including two reissues, distributed by AIP in the domestic market in 1960, the company head said.

Among the pictures set by AIP for world-wide release next year are "Flight," an English-language film shot in Italy; "The Pit and the Pendulum," to be filmed in Hollywood by the "House of Usher" team—Roger Corman as producer-director, Richard Matheson doing the screenplay and Vincent Price, the star; "Reptilicus," and "Master of the World."

Negotiating with Corman

Nicholson also said that AIP presently is negotiating with Roger Corman's Filmgroup Productions to handle foreign distribution of its releases, which are distributed in the U. S. by Corman's own organization.

Nicholson, accompanied by his wife, left for his Los Angeles headquarters following the press conference yesterday.

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Third Circuit to Book

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Selected from more than 250,000 entries, the 538 local grand prize winners of regional contests sponsored by 92 leading newspapers all over the United States and Canada won more than $25, 575 in cash prizes.

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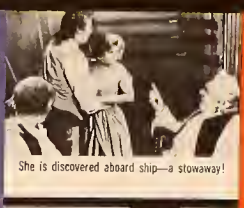
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Gulliver bids farewell to his love, Elizabeth!


She is discovered aboard ship—a stowaway!

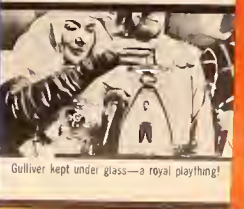

The raging storm tosses Gulliver overboard!


Washed ashore—captured by the Lilliputians!


Gulliver helps two tiny lovers find happiness!


Gulliver destroys the enemies of Lilliput!


Adventures in Brobdingnag—land of giants!


Gulliver kept under glass—a royal plaything!


Escape anew! More great adventures to come!

COLUMBIA PICTURES presents

THE 3 WORLDS OF GULLIVER

in

SUPERDYNAMATION

Eastman COLOR

STARRING

KERWIN MATHEWS

JO MORROW · JUNE THORBURN

Screenplay by ARTHUR ROSS and JACK SHER · Based on the JOHNATHAN SWIFT classic "GULLIVER'S TRAVELS" · Visual Effects by RAY HARRYHAUSEN

Directed by JACK SHER · Produced by CHARLES H. SCHNEER · A MORNINGSIDE PRODUCTION

SUPERDYNAMIC PROMOTION and PRE-SELLING from SUPERDYNAMIC COLUMBIA!

Animated floats to participate in televised Thanksgiving Day parades and tour country! Special TV spots for use after parade telecasts! "The 3 Worlds of Gulliver" EGG-ELECTION contest! Grand Prize—all expense paid trip to Lilliput, England via Pan American! Conducted through thousands of Sunbeam Appliance dealers coast-to-coast! 50,000 streamers! 40,000 posters! 1,000,000 entry blanks for tremendous point-of-sales impact! Colpix LP soundtrack album—with story and music! Eye-popping TV trailers! . . . Sensational theatre trailer and teaser package! . . . Penetrating, provocative radio spots! Personal appearance tours of the picture's stars . . . to cover all major markets! School and library tie-in material! . . . "Salute Jonathan Swift" week! . . . Study guide! Dell comic book! De luxe paperback—with movie title and credits . . . plus key art on front cover! Three new hard cover editions of the classic story being timed for publication coincident with picture release! Super-Merchandising Program! . . . Tie-ins with manufacturers of footwear, watches, wearing apparel, jewelry, toys, luggage, bags and novelties to yield magazine ads, point-of-sale displays, retailer co-op ads and local day-and-date co-ordination for "Gulliver" windows and interiors!

GLOBAL DATES ARE POURING IN FOR ROUND-THE-WORLD HOLIDAY PREMIERES!

NEW YORK...CHICAGO...LOS ANGELES...
SAN FRANCISCO...DALLAS...CLEVELAND...
PHILADELPHIA...DETROIT...HARTFORD...
PITTSBURGH...CINCINNATI...OKLAHOMA CITY...
BOSTON...SEATTLE...ATLANTA...NASHVILLE...
NEW ORLEANS...PORTLAND...HOUSTON...
KANSAS CITY...JACKSONVILLE...CHARLOTTE...
SALT LAKE CITY...INDIANAPOLIS...LONDON...
PARIS...TORONTO...ROME...BERLIN...
and hundreds more!



Reserve your print NOW from COLUMBIA!

PEOPLE

Jerome H. Adler, attorney engaged
1 the representation of clients in the
nternational commodity and book
ublishing fields, has been retained
y the American Federation of Musi-
ians as its New York counsel.

□

Claude Allison, formerly supervisor
or the Williston circuit, Indianapolis,
as been named manager of the Gar-
en Auto Outdoor Theatre, St. Peters-
urg, Fla., owned by Ben Cohen.

□

Robert Prunier Davis, director and
cript-writer, is author of a new book,
A Film Is Made," describing his
ype of work. Slated for January pub-
ication, the Ziff-Davis release in-
ludes pictures taken from "Day of
he Painter," featurette directed by
Davis for Little Movies.

□

Phil Isaacs is resigning his position
is general manager and booker for
F Theatres, Baltimore, effective later
his month. He has not announced
is plans for the future.

Paramount Tube

(*Continued from page* 1)

acteristics: (1) the value eventually to
be received from the sale of the post-
1948 film library; (2) increments to
per share results through continued
retirements of common stock; (3)
growth possibilities in the Autometric
Division, and (4) the tremendous po-
tential of both the Chromatic and
International Telemeter Divisions. We
believe that success in either of the
latter areas could have an enormous
impact on earnings, lending unusual
speculative merit to the stock."

Points to Subsidiaries

The report observes that "Exclud-
ing Paramount's basic earning asset
(motion picture production), as well
as those divisions with greatest poten-
tial (International Telemeter, Chro-
matic and Autometric), its other as-
sets, after payment of capital gains
taxes and on a per share basis, are
roughly equivalent to the stock's cur-
rent price (51¾, off ¼ yesterday).

It assigns asset values as follows:
42,200 shares of Fairchild Camera &
Instrument, $7,300,000; 316,000
shares of Ampex (if proposed merger
with Telemeter Magnetics is ap-
proved at special stockholders meet-
ings Nov. 15), $7,270,000, and 888,-
500 shares of Famous Players Cana-
dian, $17,770,000, or a total value of
securities of $32,340,000, or $19.21
per share.

Other Properties Listed

Values assigned other assets are:
Station KTLA and Sunset Properties,
$5,000,000; Dot Records, $5,000,000;
Paramount Bldg., $5,000,000; pre-'48
film library, $29 millions to $40 mil-
lions, and a like amount for the
post-'48 films; and total other assets
of $74,500,000 up to $95,500,000, for
a total of $106,840,000 to $127,840,-
000, which, after deducting esti-
mated capital gains tax, would leave
asset values of from $85,630,000 to
$101,380,000, equal to $30.85 to
$60.20 per share.

The report states that it "under-
stands" Telemeter is now negotiating
with the Bell Telephone System pre-
paratory to starting a test in this
country, presumably in the New York
metropolitan area. About a year ago,
the company conceded this to be a
possibility around the end of 1960.
However, there is no current indica-
tion that a test here will be started
by that time.

The report also states that Tele-
meter estimates the current cost of
wiring each home for Telemeter re-
ception at $100, and says a weekly
average receipt of $2 per set "would
provide a more than adequate re-
turn."

TOA-Academy Set Liaison

(*Continued from page* 1)

Angeles in September, a small TOA committee held an informal explora-
tory meeting with Academy execu-
tives and found an immediate ac-
ceptance of the closer liaison proposal.
Appointment of the committees was
the first result of this initial session.

The TOA committee will consist
of M. Spencer Leve, assistant to the
president, and executive vice-presi-
dent of National Theatres and Tele-
vision Company, Los Angeles, chair-
man; E. D. Martin, a past president,
and president of Martin Theatres, Co-
lumbus, Ga.; Walter Reade, Jr., also
a past president. and president of
Walter Reade, Inc., of Oakhurst, N.J.;
and Roy Cooper, president of West
Side Valley Theatres, San Francisco,
and chairman of the executive com-
mittee of TOA.

Diamond Chairman

The Academy committee includes:
Davies; Steve Broidy, chairman of the
Academy's awards program commit-
tee; Jack Diamond and John Flinn,
representatives of the public relations
branch on the Academy board of gov-
ernors; and Dan Baer and Archie Lee
of Harshe-Rotman, public relations
counsel for the Academy. Diamond is
chairman of the committee.

The new liaison was hailed by
Pickus and Davies as beneficial not
only to the two organizations but to
the entire industry.

"We of TOA have long believed,"
Pickus said, "that best results can be
achieved by sitting down with peo-
ple and discussing mutual endeavors
candidly and in a business-like man-
ner. This has been a most beneficial
procedure for us in our new relation-
ship with the Screen Producers Guild.
We expect it to be equally helpful
in our new contact with the Academy
of Motion Picture Arts and Sciences.

'We Also Have Ideas'

"We know there is much we can
do, working in close cooperation with
the Academy, to increase public inter-
est in the Academy's already widely
accepted annual presentation pro-
gram. We also have ideas that we feel
will enable the American theatre op-
erator to achieve greater benefit and
impact from the 'Oscar' telecasts.
These we intend to explore with the
Academy, and in the light of the
Academy's program and policies, and
problems, work towards a mutually
helpful solution.

Hopes for Sponsorship

"Our new liaison could also lead,
on a long range basis, to an eventual
return of the Academy Award pro-
gram to industry sponsorship. We
thing this would be desirable, and
want to study the problem carefully
with the Academy. But regardless of
the solution to this problem, we know
that our face-to-face, cooperative
work with the Academy must have
beneficial results."

Pickus also disclosed that TOA was
cooperating with the Reuben Don-
nelly Agency in the setting up of a
"Spot the Stars" Sweepstakes, to be
conducted in conjunction with the
Academy Awards on Monday night,
April 17. The Donnelly Agency aims
to distribute some 22,000,000 "Spot
the Stars" entry blanks in major
American markets, in which up to
$100,000 in prizes will be awarded to
the persons naming the winners of the
"Best Actress," "Best Actor," and
"Best Picture" awards.

Welcomed by Davies

Speaking for the Academy, Davies
said: "We welcome the support of the
Theatre Owners of America in pro-
moting the Academy Awards telecast.
We have always done our best to co-
operate fully with members of the
TOA.

"That is why we have scheduled
the 'Oscar' telecast on Monday nights,
so as to have a minimum effect on mo-
tion picture theatre attendance, even
though this increases the Academy's
show expenses because of heavy over-
time charges for weekend rehearsals."

Injunction Denied

(*Continued from page* 1)

by Warners. Judge McGivern said in
his decision that Warners and Seven
Arts were "acting within their rights
in licensing the pictures."

Five of the Batjac pictures involved
starred John Wayne. They are "Big
Jim McLain," "Island in the Sky,"
"Hondo," "The High and the Mighty"
and "Blood Alley." The others are
"Plunder of the Sun" starring Glenn
Ford and "Track of the Cat" star-
ring Robert Mitchum and Tab Hunter.

Wayne Editing

(*Continued from page* 1)

et" policy. The shortened version of
the film is expected to be in use at
the Rivoli tonight or tomorrow.

Wayne's $12,000,000 epic was
found by some critics and audiences
to lag in its early stages leading up
to the climactic battle scenes. The
editing now in progress is believed
to be in response to that reaction. The
revised film will run approximately
160 minutes, it was said.

IATSE-AMPP Pact Talks Unlikely Before December

From THE DAILY Bureau

HOLLYWOOD, Nov. 3. — Negotiations between the IATSE and the Association of Motion Picture Producers on IA's demands for its new basic agreement, (the present contract expires on Jan. 30), are not expected to get under way until early in December.

Preliminary meetings are being held with each individual local involved in studio production to review its situation and demands before meeting with IA representatives on general proposals, it was reported by a spokesman for AMPP.

AFM-AMPP

(*Continued from page* 1)

here late last night between the two
groups.

Other provisions of the agreement,
in addition to salary increases re-
ported earlier, are payment of one
per cent on all theatrical films started
after last Jan. 31 when they are
released to free television; the ban-
ning of canned music in tv films on
productions starting after May 31,
1961; and a guarantee of 18 hours
scoring time for each 13 half-hour
episodes of tv series.

It was also agreed that any film
produced in the U.S. or Canada will
be scored in those countries.

A meeting to ratify the agreement
has been called for the AFM on
Saturday.

Albany Editorial Lauds Fabian 'Faith' in City

Special to THE DAILY

ALBANY, N.Y., Nov. 3.—"In add-
ing our congratulations and best
wishes to Fabian's New Palace, as it
emerges like a resplendent butterfly
from the artisan's coccoon, we hope
it becomes a shining lighthouse for
those whose faith in their downtown
section may have wavered."

The *Times-Union* made this com-
ment, in a leading editorial which
appeared with the opening of the
refurbished theatre last weekend—
after a $250,000 job had been com-
pleted.

The morning paper pointed out,
"Those who own and operate the re-
beautified Palace Theatre in Albany
are not impulsive people. Before they
committed a quarter of a million
dollars to modernizing and refurbish-
ing their plant, they studied with care
the potential of downtown Albany
vis-a-vis that of the suburbs sur-
rounding the capital city."

Fabian Theatres' "faith" in putting
so much money into the face-lifting
of the 29-year-old house not only
won the praise of Gov. Nelson A.
Rockefeller and Mayor Erastus Cor-
ning, but also of area film industry
men.

West Africa

(*Continued from page* 1)

million. There are only 240 theatres. The returns to U. S. distributors are less than $500,000.

The proposed development company would be organized under the Webb-Pomerene Act and participated in by such MPEA companies as wish to join. The company would be separate from the MPEA, but Johnston would serve as its top executive. Its directors would be representatives of the New York offices of the participating companies, and its home office in New York City.

The major functions of the company would be:

1. Sale and distribution of the films of the participating companies in the West African areas, to the extent that the participating companies agree upon. Also, the company would be empowered to develop a system of 16mm distribution.

2. A program of developing modern exhibition outlets with the aim to establish in the important centers of West Africa at least one new air-conditioned theatre each.

3. The setting up of a general program of promotion and government relations in the main West African territories.

4. The development of production and co-production opportunities if the demand justifies production in this area.

The committee was authorized to work out the details for the organization and financing of such a company. The committee might also make a detailed inspection trip to Africa. It will report back to the board with its findings and recommendations.

Members of the committee will be announced shortly by Johnston.

Creative Productions Formed in Hollywood

From THE DAILY Bureau

HOLLYWOOD, Nov. 3 — Helen Ainsworth, in association with Richard Morley and Don Boutyette, has formed Creative Productions International for the purpose of producing feature motion pictures, tv programs and commercial films. The company will also operate in the field of personal management and the development of new talent.

Was Producer for Columbia

Miss Ainsworth was for many years a prominent theatrical agent, and during 1956 produced four feature pictures for Columbia. Morley, former motion picture designer and pioneer television film producer, returned recently from Europe where for over 5 years he was engaged in producing feature films and television series in London, France and North Africa. Morley was one of the founders of the Alliance of TV Producers, Inc. Boutyette has been a motion picture publicist in Hollywood for 17 years and currently operates his own public relations office.

Johnston Calls Upon Educators to Help Raise Standards of Taste in Young

Special to THE DAILY

MILWAUKEE, Nov. 3.—The modern mass media, constituting the most penetrating and far-reaching educator in American society, should be "very much the concern" of America's teachers, Eric Johnston, president of the Motion Picture Association of America, will say here today.

In an address to be delivered to the annual convention of the Wisconsin Education Association, Johnston will say that it was a proper responsibility of schools and teachers in elevating American culture to "help students to distinguish and discriminate" among the best and the least in quality among newspapers, magazines, radio, television and motion pictures.

Hopes Teachers Will Act

Johnston, stressing before the all-teacher audience the urgent need for increased classroom facilities and improved teaching standards in America, will speak of the mass media as an "inescapable and omnipresent" educational force. He will call this "the educational process that occurs outside the schoolroom" and urge teachers to recognize it and "act upon their awareness."

He will say: "This educational force outside the school is sometimes strident and shoddy, sometimes noble and ennobling, but it is always present and inescapable. Some regard it with disdain—some with awe. But however they look upon it, there it is in massive form. Its message goes out and is received.

Stresses Five Media

"I am referring, of course, to the mass media—to newspapers and magazines, to radio and television, to the motion picture and to all the communicating arts developed by man.

"It will help us not at all to turn our backs upon these media. Nor will it help or be truthful to say that all that travels by their means is necessarily good.

"How are these messages received?

"Let me give you an example from my own industry, the motion picture. We ship film to all parts of the world. Some years ago, it happened that two films went to Latin America at the same time.

Lincoln—and Jesse James

"One of these was the story of young Abe Lincoln . . . Lincoln before he came on the national scene and became our Civil War president. The other was about Jesse James and his wild west band of desperadoes.

"It would be nice to tell you that Mr. Lincoln carried the day, that Latin Americans came out in multitudes to see our great North American in action. And it would be cheerful to tell you that Jesse James and his shoot-'em-up colleagues had to sneak in through back alley theatres in the seediest parts of town.

"It would be pleasant to tell you this, but it wouldn't be true—because it didn't happen. What did happen was that Jesse James had to carry Abe Lincoln behind him on his horse, or Lincoln would hardly have been noticed on his cinematic journey to Latin America.

"Now some may argue that this was somehow Hollywood's fault. But is that true? Let's face up to it. So long as the mass audience turns out to root for Jesse James over Abe Lincoln, then it will get Jesse James . . . and Jesse's brothers and his sons and his grandsons and his great-grandsons.

"I think this educational process outside the schoolroom is very much your concern. It will do little good to moan and wail about it. But it will do a great deal of good to do something about it.

Wants Taste Developed

"What needs to be done is to do more about improving the level of culture and taste in our society, to strengthen the values in which we most deeply believe.

"And right here is the school's challenge and golden opportunity—to develop an appreciation of these things in the mass media which are good and worthwhile."

Appeals Court Reverses

(*Continued from page* 1)

to handle IPC's propaganda film, "The Salt of the Earth."

The Appeals court remanded the case to the District court for further action. Originally filed several years ago, the case was dismissed last year by U. S. District Judge Sidney Sugarman on the basis of a show cause order to compel Harold Biberman, director of the film, to answer certain questions put to him by defense counsel. Biberman, who had been disclaimed by IPC as its representative, refused to answer. The lower court upheld a contention that the disclaimer constituted failure of the plaintiffs to appear through Biberman.

Holds Compliance Existed

In reversing and remanding the case, the Appeals Court said, "We are of the opinion that the plaintiff complied with the prior order to appear, and hence the court below abused its discretion in dismissing the complaint with prejudice."

The Appeals Court also found that defendants had full opportunity to question and prepare their defense, and added, "The court below should have dealt with the issues pertinent to compel answers instead of ignoring and summarily dismissing the complaint. Even though this precipitate action is sought to be justified as being within the court's inherent powers the lower court need, and should not have, resorted to the use of its inherent power."

Fox to Make 8 Films In Britain in 1961

Twentieth Century-Fox will put least eight productions before cameras in Britain during 1961, cording to Robert Goldstein, exe tive in charge of production.

They include "Cleopatra" (n shooting), "Topaze," "A Matter Who," "The Visit," "The Innocent "Watcher in the Shadows," "T Greatest Raid of All," and "The spector." Recently completed by 20 Fox in Britain were "The Quee Guards," "The Mark," and "The M lionairess."

Fox Meets to Promote 'Star' for Christmas

"Flaming Star" has been select as 20th Century-Fox's Christmas lease and has been rushed to N York in rough-cut condition for a sp cial screening to be held today home office executives. They inclu W. C. Michel, executive vice-pre dent; Joseph Moskowitz, vice-pre dent and eastern studio represent tive; Charles Einfeld, vice-presider Murray Silverstone, 20th Internation president; Glenn Norris, general sal manager and others.

Executive producer Robert Gol stein rushed the rough print of t Elvis Presley film east so that sal and promotional plans could be fina ized for the holiday release. Follo ing the screening, a series of meetin will be held with members of t sales, advertising and publicity d partments to formulate promotion.

Participating in the discussions w be representatives of Norris' new formed sales cabinet, including assis ant general sales manager Mart Moskowitz, Clayton Pantages, A Dickstein and Bob Conn. In additio meetings will be held around th country within the ten days followin the special screening with the con pany's branch and regional adverti ing publicity managers to implemen the sales and promotional plans f the film.

Columbia Stockholders To Meet on Dec. 27

The board of directors of Columbi Pictures has set Tuesday, Dec. 27, the date for the meeting of the stock holders of the company in lieu of th annual meeting.

The meeting will start at 10 A.M at the company's home office her The record date for stockholders eligi ble to participate will be the close o business on Nov. 29.

J. W. Baringhaus Dies

Joseph W. Baringhaus, 52, Warne Brothers branch manager in Detroit died of a heart attack there on Wed nesday. He had been with the com pany since 1929, and had served i several executive positions in th Detroit office.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 89 NEW YORK, U.S.A., MONDAY, NOVEMBER 7, 1960 TEN CENTS

perational Changes

oew's Circuit n Realignment)ut-of-Town

harles Kurtzman Given verall Supervisory Post

In a realignment of out-of-town ɔatre operations Eugene Picker, ɔsident of Loew's Theatres, Inc., at e weekend announced the appoint-nt of Charles E. Kurtzman, who s been on special assignments for ɔker during the past year, as ex-utive in complete charge of Loew's t-of-town theatres.

In his new position, Kurtzman ated that the company's out-of-town rcuit would be reorganized into ree distinct operating areas—to be

(*Continued on page 2*)

Hard-Ticket Films Haven't Pinched M.H.

The increasing number of pictures eing presented or planned for resentation on a hard-ticket policy, nd others hich, like the oad show lms, run to nusual length, ave not creat-d a film sup-ly problem for Broadway pre-elease houses, uch as Radio City Music Hall. Russell W. Down-ng, Music Hall president, in reply to question concerning the product ituation, pointed out that the Music Hall's Thanksgiving attraction, "The World of Suzie Wong," will open on Thursday and will occupy the Music Hall screen until the Christmas-New



Russell Downing

(*Continued on page 7*)

British Circuit to Repeat Its Successful TV Promotion Campaign at Year's End

From THE DAILY Bureau

LONDON, Nov. 4 (By Air Mail)—Associated British Cinemas' summer tv campaign, one of the most effective ever used on this medium, is to be repeated by the company over the Christmas and New Year period. The scheme will again be carried out on ABC-TV, covering an area of 150 ABC theatres.

Bill Cartlidge, assistant managing director of ABC, announced that the company will use the same twin format that proved so successful during the summer—the combination of famous personalities publicly endorsing their favorite form of film entertainment and the use of "Don't Take Your Wife For Granted—Take Her Out To The Pictures" commercials.

The subjects, which will again be produced by the TV and Advertising Films Division of Associated British-Pathe, will use personalities currently in the public eye at the time of presentation. They will introduce the films being screened in the Midlands and the North by Associated British Cinemas.

The December-January period has been chosen for a dual purpose—to stimulate business at the off-peak pre-Christmas period and to give greater impetus to the circuit's New Year releases.

Columbia Chiefs Abroad Meet on 'Pepe' Here

Jonas Rosenfield, Jr., Columbia Piotures executive in charge of advertising, publicity and exploitation, has called the company's British and Continental advertising and publicity chiefs for conferences here on "Pepe," in preparation for its showings abroad in early 1961.

Arriving here today are Alan Tucker, British publicity chief; Pat

(*Continued on page 7*)

Solomon Now Embassy Executive Vice-Pres.

Eddie Solomon has been named executive vice-president of Embassy Pictures Corporation, it was announced at the weekend by Joseph E. Levine, president of the film company. Solomon, who has been serving as Embassy's vice-president in charge of advertising, publicity and exploitation, will assume his new duties immediately.

In his new capacity, he will over-

(*Continued on page 2*)

REVIEW:

North to Alaska

20th Century-Fox—CinemaScope

THERE IS FUN and action aplenty in "North to Alaska," a CinemaScope and color by De Luxe production with a solid box office cast headed by John Wayne, and including Stewart Granger, Ernie Kovacs, Fabian; the teen-agers popular Voice, and Capucine, the former French model who made her first screen appearance in "Song without End." Built along the lines of such screen classics about frontier days as "Destry Rides Again," the kind which provide the most enjoyment by doing everything except taking themselves seriously, "North to Alaska" is big box office bait.

Henry Hathaway, who produced and directed, has kept his story and his players in rapid motion, with the result that audience interest is

(*Continued on page 7*)

Weigh Action

Justice Dep't. Reply Before Allied Board

Response to Jersey Allied's Plea Said to Offer Little

Special to THE DAILY

CHICAGO, Nov. 6 — The Allied States board of directors had under consideration at its annual meeting which started yesterday in the Conrad Hilton Hotel here, the Department of Justice's reply to a complaint made last month by Allied Theatre Owners of New Jersey about trade practices which it claims are prevalent in the industry.

The text of the reply, which was written by Assistant U.S. Attorney General Robert Bicks, in charge of the Anti-Trust Division, was not made public here. Sidney Stern, president

(*Continued on page 4*)

The program for the Allied States Convention, which begins today in Chicago, following meetings of the board of directors at the weekend, is in this issue on page 4. Booth plan and agenda for the joint convention of the National Association of Concessionaires will be found on pages 6 and 7.

Says Toll-TV Won't Mean End of Theatres

From THE DAILY Bureau

HOLLYWOOD, Nov. 6—Toll television will "join" other entertainment media—not replace them, Jack Warner, Jr., told the student body of Berkeley High School in a speech there this past week.

The motion picture industry, he said, is not threatened with decline should toll-tv become active but

(*Continued on page 2*)

THRU UA

WELCOME ALLIED DELEGATES!

PERSONAL MENTION

ROBERT O'BRIEN, vice-president and treasurer of MGM, and JOHN B. BURNS, newly appointed general sales manager of MGM-TV, have returned to New York from the Coast.

•

ED MOREY, vice-president of Allied Artists, will leave New York today for Hollywood to attend the board of directors meeting on Wednesday and to confer with STEVE BROIDY, president of the company.

•

JACK H. LEVIN, president of Certified Reports, has left New York for Chicago and other key cities of the Midwest.

•

ARTHUR KRAMER, executive assistant to SAMUEL J. BRISKIN, Columbia Pictures vice-president in charge of West Coast activities, has arrived in New York from Hollywood.

•

MEL STUART, head of East Coast production for Wolper-Sterling, has arrived in Hollywood from New York.

•

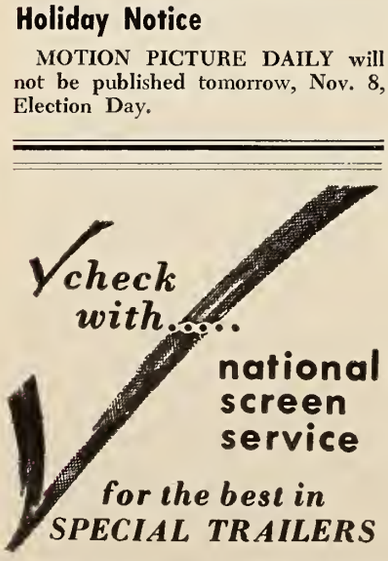
MARCIA ANN JAFFE, daughter of LEO JAFFE, first vice-president and treasurer of Columbia Pictures, was married in Temple Israel here yesterday to EUGENE MARGOLUIS of Mamaroneck, N. Y.

'Hot' on Radio, TV

A $75,000 newspaper-radio-television campaign gets underway this week in the metropolitan New York area heralding Friday's 110-theatre saturation opening of "Where The Hot Wind Blows."

Holiday Notice

MOTION PICTURE DAILY will not be published tomorrow, Nov. 8, Election Day.



Pick Santa Monica for Academy Awards Show

From THE DAILY Bureau

HOLLYWOOD, Nov. 6. — Selection of the Santa Monica Civic Auditorium as the site of the 33rd annual Academy Awards presentation on April 17 has been approved by the board of governors of the Academy of Motion Picture Arts and Sciences, it was announced on Friday by Steve Broidy, chairman of awards program committee.

This marks the end of 11 consecutive years of the awards presentation at the Pantages Theatre in Hollywood. The first three were on radio, the rest were simulcast on television and radio.

The Santa Monica operation has a seating capacity for 2,558, and parking space for 1,500 cars.

Warner, on Toll-TV

(*Continued from page* 1)

with "changes in emphasis on product."

"Some theatre men who have pushed the panic button do not accept the fact that motion picture theatres and the tv small screen are not comparable. The entire movie-attending situation of foregathering with other people in a comfortable theatre to watch a presentation of a motion picture on a large screen, with superior sound as it was intended to be shown, is far different than viewing a film diminished many times, under home lighting conditions, subject to set failure. Commercial tv will continue to produce series, variety shows, panel discussions, public service programs, news, and specials," he said.

Drive-In Application Is Denied in Britain

From THE DAILY Bureau

LONDON, Nov. 4 (By Air Mail)—Associated British Cinemas has been refused permission by the local council to build Britain's first drive-in cinema at Sandown Park. The council said that the proposed cinema "would adversely affect the amenities of the neighbouring residents." The council's surveyor, in considering the application, had suggested that if the project were allowed and permanent structures, such as a large screen, were erected, the result would be an unsightly "white elephant" should the project fail.

Replying to this, Bill Cartlidge, assistant managing director of ABC, stated that a condition of consent could be made whereby the screen would have to be removed immediately if the cinema was ever discontinued. Another objection put forward by the council was that every performance would mean that about 1,000 cars would be using the narrow roads surrounding the racecourse.

Loew's Circuit

(*Continued from page* 1)

called the Eastern, Central and Southern Divisions.

William Elder will be the Eastern division manager, with headquarters in Boston and supervising the following cities: Boston, Bridgeport, Hartford, New Haven, Norfolk, Providence, Reading, Richmond, Springfield Waterbury Wilmington and Worcester.

Frank Murphy will supervise the Central Division offices in Cleveland. Cities under Murphy's control are: Akron, Buffalo, Canton, Chicago, Cleveland, Columbus, Dayton Indianapolis, Niagara Falls, Rochester, South Bend, Syracuse and Toledo.

Martin Burnett will supervise the Southern Division with offices in Atlanta. Cities under his jurisdiction are: Atlanta, Evansville, Houston, Jacksonville, Memphis, Nashville, New Orleans North Miami and South Miami.

Assigned as city manager in Washington is Orville Crouch. Russell Bovim will be city manager in St. Louis. Jack H. Clarke continues in Toronto as supervisor of Loew's Canadian Theatres.

Solomon Named

(*Continued from page* 1)

see the administrative operation of the company encompassing the areas of production, sales, and merchandising. The new executive vice-president joined Embassy one year ago as advertising director. Prior to Embassy, he was associated with 20th Century-Fox in the post of exploitation manager.

Canadian Censors Hit Excesses in Films

Special to THE DAILY

SAINT JOHN, N.B., Nov. 3 (By Air Mail)—The Motion Picture Association of America has been urged by Canadian film censors to "implement its Code of Ethics and remove obvious excesses and offenses."

The statement was issued at the final session of a national censor conference here. The censors also criticized the large number of gangster and hoodlum films and those depicting immoral and abnormal sex behavior.

Zoellner Resigns as MGM Atlanta Manager

Special to THE DAILY

ATLANTA, Nov. 6. — William "Bill" Zoellner, for the past five years branch manager for Metro-Goldwyn-Mayer in this city, has resigned. He will be succeeded by Woody Sherrill, who comes to Atlanta from the Chicago branch of the company.

Telemeter Adopts 'Psycho' Policy

Special to THE DAILY

TORONTO, Nov. 7. — Follow the same pattern set in theatrical gagements of the suspense drama, fred Hitchcock's "Psycho" will be p sented on Telemeter's "theatre in home" system of pay television back by the "no one can see it after start of the picture" policy.

Demonstrating the flexibility of Telemeter system of transmissi Trans - Canada Telemeter, operat of the wider tv system in the sub ban community of Etobicoke, literally "close the door" on custo ers who deposit their coins to "Psycho" after a performance started. Money deposited after a p formance begins is automtaica credited toward a later showing "Psycho," which may be selected the customer's convenience.

Subscribers of Telemeter are bei informed via the system's built "program information service," well as through the mail, that "P cho" will be shown at 3:00, 5:(7:00 and 9:00 P.M. on Telemet Channel 5B from Wednesday, N 9, through Monday, Nov. 14. Adm sion is $1.00 per household.

The "Psycho" time scheduled h been so arranged that customers m tune in during a period starting minutes before any given perfor ance or up to the moment the featu begins.

'Ballad' Stars, Director Honored at Party Here

A celebration honoring the sta and director of "Ballad of a Soldier Russian film which won the two t awards at the San Francisco Festiva was given Friday at the Four Seaso restaurant here. The film is bei presented in this country by M.J. Enterprises and distributed throug Kingsley International Pictures.

The 19-year-old stars of the pi ture, Vladimir Ivashov and Shann Prokhorenko, and the director, Gr gori Chukhrai, who were on han for the San Francisco Festival, whic gave the film the "best picture" an "best direction" Golden Gate award were at the party to meet the press.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DORIS DAY · REX HARRISON
IN A ROSS HUNTER-ARWIN PRODUCTION
"MIDNIGHT LACE"
A Universal-International Release In EASTMAN Color
ON STAGE "BRAZIL"—EXCITING, EXOTIC SPECTACLE.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

DAMNED" GOOD BIZ!

VILLAGE OF THE DAMNED" GREATEST GROSSING MULTIPLE OPENING IN M-G-M's HISTORY!

DAYTON, OHIO — *first three days*
More than double Labor Day business on BELLS ARE RINGING. Beats NORTH BY NORTHWEST, HOME FROM HILL.

HUNTINGTON, W. VA. — *six days*
Beats HOME FROM THE HILL, BELLS ARE RINGING. Equals business of PLEASE DON'T EAT THE DAISIES.

CHARLESTON, W. VA. — *five days*
Doing the same business as DAISIES. Substantially beats HOME FROM THE HILL, BELLS ARE RINGING.

PORTSMOUTH, OHIO — *four days*
Tops PLEASE DON'T EAT THE DAISIES by 42%.

INDIANAPOLIS, IND. — *four days*
Running well ahead of HOME FROM THE HILL, BELLS.

EVANSVILLE, IND. — *four days*
Equals NORTH BY NORTHWEST. Tops by far HOME FROM THE HILL, DAISIES, BELLS.

FORT WAYNE, IND. — *first four days*
Tops BELLS ARE RINGING.

MUNCIE, IND. — *four days*
Beats NORTH BY NORTHWEST, HOME FROM THE HILL. Tops Labor Day business on IT STARTED WITH A KISS.

LOGANSPORT, IND. — *four-day engagement*
Beats DAISIES, NORTH BY NORTHWEST. Is more than double the business on BELLS, HOME FROM THE HILL.

TERRE HAUTE, IND. —
Opening day tops Easter sum of DAISIES, in addition to BELLS ARE RINGING, HOME FROM THE HILL.



Typical Ad from Sock Campaign!

BACKED BY GIANT TV, RADIO AND NEWSPAPER CAMPAIGNS! Additional saturation bookings now being set for Los Angeles, Dallas, Charlotte and New York territories. More to follow!

Allied States

(*Continued from page* 1)

of New Jersey Allied, said that regardless of whether National Allied does or does not act on the Justice Department's letter, New Jersey Allied will consider it at a meeting called for Nov. 15 at the organization's headquarters in New York City.

Pending that meeting, Stern said, the text of the letter will not be made public, primarily as a courtesy to Jersey Allied members who, he said, are entitled to be informed about it prior to its release.

Report Action Unlikely

From other sources here, it was learned that the Justice Department stand, as evidenced by its reply to Jersey Allied, gave little indication that action by the Federal agency is in prospect on the trade practice complaints.

"It looks like Jersey Allied may have to go to court on its own if it wants to determine whether some of the practices now in vogue in distribution are violations of the industry consent decrees," one Allied official said. "The Justice Department's answer reflects a dim view of the small exhibitor's rights, in my opinion."

Another said, "I think the Bicks letter is important to the entire industry. I think it should be turned over to exhibitor attorneys along with whatever documentation of its complaints Jersey Allied may have. I hope the Allied board gives it serious consideration and adds its official observations on it to the record."

'Unilateral Action' a Factor

This source said under formal procedure, the Allied board could withhold action on the Justice Department letter on the grounds that New Jersey Allied had taken unilateral action in the matter and did not consult the national board in advance. He added that he hoped, however, the national board would not adopt that procedure.

Jersey Allied's communication to the Justice Department listed 12 trade practice grievances, which it offered to document, and inquired which of them were in violation of the Paramount case decrees and what the Department could do to end them.

Among the practices complained of were conditioning the licensing of one picture on that of another; of extending first run clearance by insisting on preferred play dates in sub-runs; of encouraging and even forcing bidding; of causing an artificial shortage of film and thereby being able to demand increasingly higher terms for definitely inferior pictures.

Grievances Outlined

Also, of discriminating in the pricing of film; of not providing an even flow of product by the withholding of pictures for holiday playing time; of restricting the booking of pictures when an exhibitor wishes to strengthen a weak show; of forcing extended playing time when not warranted; causing an exhibitor to sustain unnecessary losses; of not granting subrun theatres a cooperative advertising allowance while continually granting one to first run theatres; of extending and altering clearances and runs by claiming a "shortage" of prints; of extending and altering clearances and runs by requiring special projection equipment in certain areas, and of insisting on a road show, long run, hard tickets, high price policy for an increasing number of pictures in a few favored theatres.

Price Hike Called Necessary

The letter contended that the alleged practices complained of result in higher admission cost to the public, the necessity to drive hundreds of miles or to wait years to see certain pictures; destruction of small businesses that are invaluable in keeping people trading in their own communities; unemployment of thousands of persons presently employed in subrun houses; the necessity of showing inferior pictures and pictures which an exhibitor may not wish to present to his particular patronage because of the artificial product scarcity, and the loss of millions of dollars in local real estate taxes that cannot be paid by closed theatres.

Stern explained at the time the letter was released that Jersey Allied is endeavoring to find out "what the industry decrees are and are not; what can be enforced, and what the policy and viewpoint of the Justice Department are on the decrees."

Record Cleared, Says Stern

Yesterday Stern said, "Our action has cleared the record for a new Attorney General and anti-trust head, should there be a change in the Administration, and for ourselves, if there is no change."

The series of weekend board meetings will continue tomorrow morning, with Allied's annual convention scheduled to open tomorrow afternoon and continuing through Wednesday. The National Association of Concessionaires trade show, being operated in conjunction with the Allied convention, opened today and also will continue through Wednesday.

Return Date for 'Gigi' Set At Normandie Here

"Gigi," M-G-M release, will begin a return engagement Nov. 23 at the Normandie Theatre here.

"Gigi" originally played at the Royale Theatre for six months on a reserved-seat basis, and then moved to the Sutton Theatre, where is ran for another year.

'Kingdom' Saturation

"The Little Shepherd of Kingdom Come," starring Jimmy Rodgers, will have a saturation engagement in the south for Christmas, according to 20th Century-Fox. Rodgers has taken time out from his national night club and tv engagements to set a tour of the southern area on opening days and will make personal appearances on stage at theatres between Dec. 19 and 25.

Allied States Convention Program

Conrad Hilton Hotel, Chicago

TODAY

9 A.M.-12:30 P.M.—National Concessions Trade Show—Lower Level.

10 A.M.—Board of Directors Meeting—Dining Room #3—3rd Floor.

2 P.M.—Opening Convention Session—Waldorf Room—3rd Floor; Call to Order and Welcome by: Sam C. Meyers, vice president, Allied Theatres of Illinois; Greeting by: Hon. Richard J. Daley, mayor of Chicago; Permanent Chairman: Al C. Myrick, National Allied president; Keynote Address: Jack Kirsch, general convention chairman.

3 P.M.—C.O.M.P.O.—Ben Marcus, Allied representative, triumvirate of COMPO; Report on COMPO—Charles McCarthy, executive vice president, COMPO.

3:30 P.M.—Paul N. Lazarus, vice president in charge of advertising, Columbia Pictures; Rube Jackter, general sales manager.

4 P.M.—Business Building Forum—Milton London, president, Allied Theatre Owners of Michigan; Harry Hendel, chairman of the board, Allied Theatre Owners of Western Pennsylvania; Otto Settele, Pulaski, Wis.; Keith Milner, Cresco, Iowa.

TUESDAY

9 A.M.-12 Noon—National Concessions Trade Show—Lower Level.

10 A.M.—Film Discussions—1) Drive-ins—Small City Drive-ins (Population 15,000 or less) Room #12—4th Floor; Large City Drive-ins (Population over 15,000) Room #13—4th Floor. 2) Indoor Theatres—Small City Theatres (Population 15,000 or less) Room #18—4th Floor; Large City Theatres (Population over 15,000) Room #19—4th Floor.

12:30 P.M.—Luncheon for Registered Delegates, Grand Ballroom—2nd Floor; Sponsored by: American International Pictures.

2 P.M.-4:30 P.M.—2nd Convention Session—Grand Ballroom—2nd Floor—Joint N.A.C.—Allied Workshop on Concessions. Moderator: Harold F. Chesler, N.A.C. first vice president; Expert panel of professionals including: S. J. Papas, N.A.C. president; Edwin "Pete" Gage, N.A.C. treasurer; Bert Nathan, N.A.C. past president; A. J. Schmitt, N.A.C. second vice president and others.

WEDNESDAY

10 A.M.—3rd Convention Session—Grand Ballroom, Al C. Myrick, presiding; Alfred Schwalberg, president, Citation Films, Inc.; H. Martin, general sales manager, Universal-International; Burton E. Robbins, president, National Screen Service; Glenn Norris, general sales manager; 20th Century-Fox; Marc Wolf, Allied Theatre Owners of Indiana—"Toll TV."

1:30 P.M.—Final Convention Session, Al C. Myrick, presiding—Budd Rogers, general sales manager, Pathe-Alpha; Milton R. Rackmil, president, Universal Pictures; Si Fabian, chairman, American Congress of Exhibitors.

3:30 P.M.—Panel on Theatre Projection Problems—Lawrence W. Davee, Century Projector Corp.; Arthur J. Hatch, Jr., Strong Electric Corp.; Leonard Satz, Technikote Corp.; J. W. Cosby, National Carbon Company; Hugh McLachlan, Y & W Theatre Circuit; D. H. Peterson, Bausch & Lomb, Inc.; H. B. Tollette, Marcus Theatre Management Co.

2 P.M.-6 P.M.—National Concessions Trade Show—Lower Level.

6:30 P.M.-7:30 P.M.—National Carbon Company Cocktail Reception Williford Room—3rd Floor.

7:30 P.M.—Motion Picture Industry Banquet—Grand Ballroom—Host: The Coca-Cola Company.

Meet the SIZZLE SALESMEN!

They're selling the *SIZZLE* instead of the *STEAK!*... They're selling the *LAUGHS*, the *EXCITEMENT*, the *ENTERTAINMENT* instead of the scenes!... And they're selling the PATRONS as *only* a NATIONAL SCREEN TRAILER can *sell* a Columbia Picture!



For Example:

"Sizzle Salesman" **BOBBY BLICK**...will have your audience in *stitches*...as he sells **"I'M ALL RIGHT, JACK"** from the back fence of a *Nudist Camp!*



"Sizzle Salesman" **DON GRUSSO,** right (and Gene Rand) will enrapture your patrons with a New York "hackie's" irrefutable *opinion* of **"SONG WITHOUT END!"**...



"Sizzle Salesman" **LEW PARKER** will have them *rolling* in the very *aisles* you'll soon have them *standing* in, to see **"SURPRISE PACKAGE"**...with his riotous *pitch* from a *Maternity Ward!*



Just a few examples of *"Sizzle Salesmanship"* . . . that can SELL pictures WITH or WITHOUT *scenes!* The kind of salesmanship that packs *ingenuity, concept, craftsmanship* and trailer *know-how* into a single package, known as

National Screen SHOWMANSHIP!

1960 CONCESSION INDUSTRY'S TRADE SHOW



SPIRO J. PAPAS
President of NAC

National exhibition conducted in conjunction with the concurrent conventions of the Allied States Association of Motion Picture Exhibitors and of the National Association of Concessionaires in Chicago, November 6-9



RUSSELL FIFER
Exec. Sect., NAC



H. E. CHRISMAN
Convention Choirmon

TRADE SHOW HOURS

Instead of being open all afternoons, and closed mornings, throughout the convention period, as was the case last year, the trade show hours this year vary, as follows:

SUNDAY, 2 to 6 p. m. MONDAY, 9 a. m. to 12:30, and 6 to 8 p. m. TUESDAY, 9 a. m. to 12 noon. WEDNESDAY, 2 to 6 p. m.

Exhibit Chairman, Ted Dariotis

CONVENTION PROGRAM

MONDAY:

12:30—NAC-Allied States Luncheon
2:30—Joint Concession and Popcorn Meeting
3:00—Concession Workshop (J. J. Fitzgibbons, Jr., Moderator) Popcorn Session
6-8 p. m.—Friendship Cocktail Party in Exhibit Hall

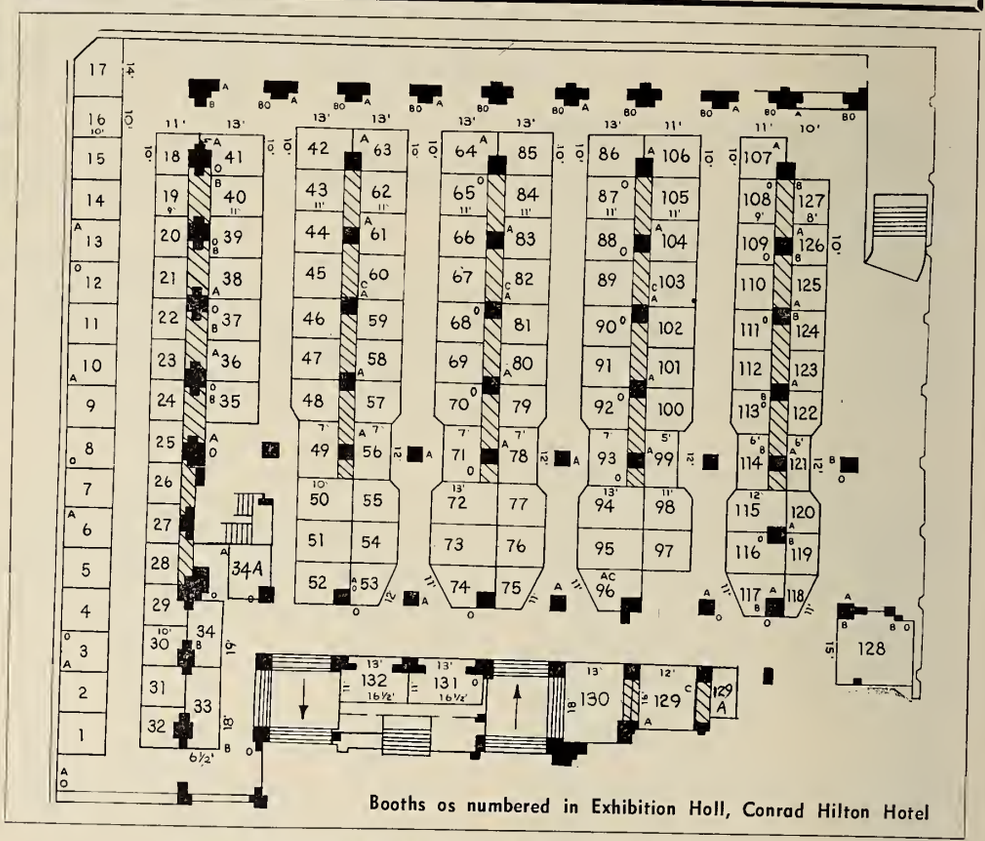
TUESDAY:

12:15—NAC-Allied States Luncheon for Trade Show Exhibitors
2:00—Joint NAC-Allied States Concessions Workshop (Harold Chesler, Moderator)
9 p. m.—Pepsi-Cola Cocktail Party at Ambassador West Hotel

WEDNESDAY:

9. a. m.—NAC Breakfast
10 a. m.—Pitchman's Forum by Trade Show Exhibitors (H. E. Chrisman, Moderator)
11 a. m.—NAC Annual Meeting
12:15—NAC Annual Luncheon
7 p. m.—National Carbon Company Cocktail Party
8 p. m.—Annual Presidents' Banquet

EXHIBIT BOOTH PLAN AND EXHIBITORS



Exhibiting firms are listed alphabetically, preceded by booth number and followed by name of person in charge of exhibit.

53—Amcoin Corp., Long Islond City, N. Y.; *Arthur B. Segal.*

46—American Trampoline Co., Jefferson, Ia.; *Leo Gordon.*

64—Andies Condies, Inc., Chicago, Ill.; *C. W. Palmer.*

93, 94, 95, 96—APCO, Inc., New York City; *M. B. Rapp.*

35—Ballantyne Co., Omaha, Nebr.; *R. S. Ballantyne.*

49—Bally Case & Cooler Co., Bolly, Pa.; *Leon Prince.*

111—Bastion-Blessing Co., Chicago, Ill.; *C. T. Johnson.*

119—Samuel Bert Mfg. Co., Dallas, Tex.; *Samuel Bert.*

87—Blumenthal Bros. Chocolate Co., Philadelphia, Pa.; *Joseph Blumenthal.*

110—Brunswick Corp., Chicago, Ill.; *C. L. Ellison.*

89-90—Conodo Dry Corp., New York City; *P. H. Immekus.*

81—Castleberry's Food Co., Augusta, Ga.; *John D. Reynolds.*

33-34—The Coca-Cola Co., Atlanta, Ga.; *Charles R. Bourdelais.*

112—Cole Products Corp., Chicago, Ill.; *Stanley Gaines.*

91-92—Continentol Vending Machine Corp., Westbury, N. Y.; *Wm. Danziger.*

132—The Cornelius Co., Anoko, Minn.; *John Bromstad.*

70—Cretors ond Co., Noshville, Tenn.; *H. E. Chrisman.*

97-98—Crush Internationol, Inc., Evanston, Ill.; *D. W. Stevenson.*

103-104—Curtiss Condy Co., Chicago, Ill.; *G. R. Peppet.*

37—Daloson Products Mfg. Co., Chicago, Ill.; *Samuel Abelson.*

79-80—A. Dolkin Co., Div. AMF, Chicago, Ill.; *George F. Brummett.*

28—Arthur H. DuGrenier, Inc., Hoverhill, Mass.; *Richard E. Gibbs.*

121—Electroware Corp., Toledo, Ohio; *Roy Baunach.*

129A—Encyclopaedia Britannica, Chicogo, Ill.; *Ralph Hinckley.*

58—Flavo Rite Foods, New York City; *Larry Blumenthal.*
20—Fountain Products Corp., Chicago, Ill.; *Jomes Summers.*
10—Funspot Magazine, Chicago, Ill.; *Maynard Reuter.*
36—Gold Medal Candy Co., Brooklyn, N.Y.; *Hy Becker.*
36—Goldenberg Candy Co., Philadelphia, Pa.; *Fronk Robbins.*
00—Green River Corp., Chicago, Ill.; *Chorles McQuode.*
99—Greer Enterprises, Inc., Columbus, Ohio; *Arthur H. Greer.*
07—Heat Exchangers, Inc., Chicago, Ill.; *Dave Snioder.*
38—Henry Heide, Inc., New York City; *Eugene E. Sullivon.*
48—Hi-Jinx Caramel Corn Co., Chicago, Ill.; *Louis Price.*
15—Hollywood Brands, Centralia, Ill.; *Ranold C. Mortoccia.*
71—Hollywood Servemaster Co., Kansas City, Mo.; *W. Woodsan Latimer.*
25—International Seat Division, Union City Body Co., Union City, Ind.; *W. V. Taney.*
84—Jump Center Mfg. & Supply Co., New York City; *A. Justens.*
51—Manley, Inc., Kansas City, Mo.; *Arlie E. Berry.*
58—Marstan Distributing Co., Inc., Philadelphia, Pa.; *Maurice Levin.*
50—Maryland Cup Company, Baltimore, Md.; *Richord D. Falkoff.*
101-102—Mission of California, New Haven, Conn.; *John A. Sonders.*
57—National Carbon Co., New York City; *J. A. McNomee.*
54-55—National Vendors, Inc., St. Louis, Mo.; *H. J. "Pete" Foster.*
113—The Nestle Co., Inc., White Plains, N.Y.; *T. A. Fawler.*
66-67—Newman & Weissman Associates, Brooklyn, N.Y.; *Ben Newmon.*
116-117—Nissen Trampoline Co., Cedar Rapids, Ia.; *Don W. Bullard.*
45—Nopco Chemical Co., Newark, N.J.; *Jahn F. Gannon.*
56—Original Crispy Pizza Crust, Chicago, Ill.; *Nick Panticelli.*
60-61—Dr Pepper Co., Dallas, Tex.; *Rabert L. Stone.*
75, 76, 77, 78—The Pepsi-Cola Co., New York City; *Narmon Wosser.*
108—Phillips Amusements, Inc., Bloomington, Ill.; *Kenneth Phillips.*
114—Pressweld, Inc., Sebring, Ohio; *Thomas Walker.*
47—Procter & Gamble Dist. Co., Cincinnati, Ohio; *J. M. Eagen.*
83—Quaker City Chocolate & Confectionery Co., Philadelphia, Pa.; *Lester Rasskam, Jr.*
69—Rex Specialty Bag Corp., Long Island City, N.Y.; *Irving Singer.*
34A—Romar Vide Co., Chetek, Wis.; *LeRay Roberts.*
38-39—Rowe-AMI Sales Co., Chicago, Ill.; *Rabert K. Deutsch.*
73-74—Royal Crown Cola Co., Columbus, Ga.; *J. B. Caoper.*
122, 123, 124, 125, 126, 127—The Savon Company, Paterson, N.J.; *Mrs. Irving Rasenblum.*
65—W. F. Schraff & Sons Corp., Boston, Mcss.; *Ben Newmon.*
52—Selmix Dispensers, Inc., Long Island City, N.Y.; *Orlando Fallon.*
26—Server Sales, Inc., Menominee Falls, Wis.; *Clifford Lorbeck.*
105—John Sexton & Co., Chicago, Ill.; *J. J. Burke.*
24—Simplex Mfg. Co., New Orleans, La.; *Alex Tiliokos.*
35—Solo Cup Co., Chicago, Ill.; *J. C. Alden.*
27—Sportservice Corp., Buffalo, N.Y.; *Jock Zonder.*
16—Stanford Industries, Oaklawn, Ill.; *Stonfard Kohlberg.*
71—Steel Products Co., Cedar Rapids, Ia.; *L. W. Waolfolk.*
40—Switzer's Licorice Co., St. Louis, Mo.; *E. F. Aubuchan.*
82—Tekni-Craft, Rockton, Ill.; *Charles Shaw.*
62—Emery Thompson Machine & Supply Co., New York City; *R. A. McClusky.*
72—Wear-Ever Aluminum, Inc., New Kensington, Pa.; *P. A. Schmid.*
118—Winchester Carton Corp., Winchester, Mass.; *Henry Winchusen.*

Music Hall

(*Continued from page* 1)

'ear's attraction, "The Sundowners," pens. That will be followed in Janury by "Where the Boys Are," and alks are in progress currently conerning a booking for February and thers thereafter.

Downing noted that the Music Hall equires only 10 to 12 pictures annuilly; hence its product supply is less urgent because of that fact than is the ase with some other pre-release ouses. Moreover, a Music Hall bookng is something which most producers and distributors regard as a conribution to the prestige of their picture.

Another factor which alleviates the ituation, Downing said, is that more big pictures and better quality pictures are being made. They are good for longer runs, thus decreasing the number of pictures required by the theatre over the long haul.

"I hope this trend in picture-making continues," Downing remarked.

No Difficulty Thus Far

"We have had no problem up to this point," he said. "We have been able to find enough very fine pictures to provide a selection. I hope we can continue to do so.

"Should there be a substantial increase in the number of hard-ticket pictures and others of excessive length in relation to interference with our stage show, it could be a problem. But we haven't reached a condition of that kind, and insofar as I know, we are the last theatre of our kind in the world with a stage production.

"We also require a variety of picture themes. Our bookings cannot be all of one kind. We require films that appeal to all audiences. Everyone does not like the same kind of entertainment," Downing observed.

North to Alaska

CONTINUED FROM PAGE 1

unlikely to slacken in between uproarious brawls, broad comedy, complicated romantics and armed feuds over mine claim-jumpings.

Wayne, Granger and the latter's young brother, played by Fabian, have struck it rich in the Nome gold fields of the early 1900s, and the picture opens as they engage in a donnybrook in Kovacs' saloon prior to Wayne's departure for Seattle to buy mining equipment and bring back Granger's fiancee. The latter, however, had tired of waiting and is married to another when Wayne arrives. To obliterate his disappointment over this female treachery against his partner, Wayne repairs to a brothel where he meets Capucine, an inmate with a heart that assays at least as much pure gold as the nuggets Wayne has washed out of the Yukon. He decides to take her back to Alaska with him as a substitute bride for Granger.

Capucine, however, thinks Wayne has fallen for her; Granger thinks he has been betrayed and wants no part of the plan, and Fabian, with all the ardor of puppy-love, attempts to move in on what his elders disdained.

Back in Nome, Kovacs is plotting a claim-jumping coup in an effort to wrest the rich mine from the boys and, having recognized an old flame in Capucine, plans to enlist her aid in his scheme. Meanwhile, in another parody of frontier gun battles in which no one is hurt after exchanges of heavy shooting, Wayne, Granger and Fabian repulse the claim-jumpers. By that time, Granger has decided that Wayne is in love with Capucine and tries to trick him into jealously claiming her by enacting a romantic scene with her in the honeymoon cottage he had erected for his expected bride.

Kovacs succeeds in having the mine tied up while the false claims are investigated. Wayne, Granger and Fabian start their own investigation in Kovac's hotel which results in a final, uproarious donnybrook that settles everything, their rightful claim to their mine, Wayne's proposal to Capucine, and Kovac's come-uppance.

Backgrounds are picturesque and there are some amusing and interesting sidelights, such as a lumbermen's picnic, a tree-climbing race and early Alaskan waterfront scenes. Fabian sings one song, "If You Knew," with music by Russell Faith, and lyrics by Robert P. Marcucci and Peter DeAngelis, and Johnny Horton sings the title song.

John Lee Mahin, Martin Rackin and Claude Binyon wrote the screen play, which was based on the unproduced play, "Birthday Gift," by Lazzlo Fodor from an idea by John Kafka.

Running time, 122 minutes. Release, in December.

SHERWIN KANE

Col. Officials

(*Continued from page* 1)

Williamson, British advertising manager; Jack Wiener, Continental publicity chief, and Emil Buyse, Paris publicity manager.

Robert S. Ferguson, national director of advertising, publicity and exploitation; his assistant, Ira Tulipan; members of the home office staff, and Harry K. McWilliams, director of roadshow openings for "Pepe," will take part in the New York meetings

Rosenfield said that this will be the first time that the domestic publicity organization has met with the overseas executives, underscoring the recently-initiated policy of integrating the worldwide promotional forces under a single banner.

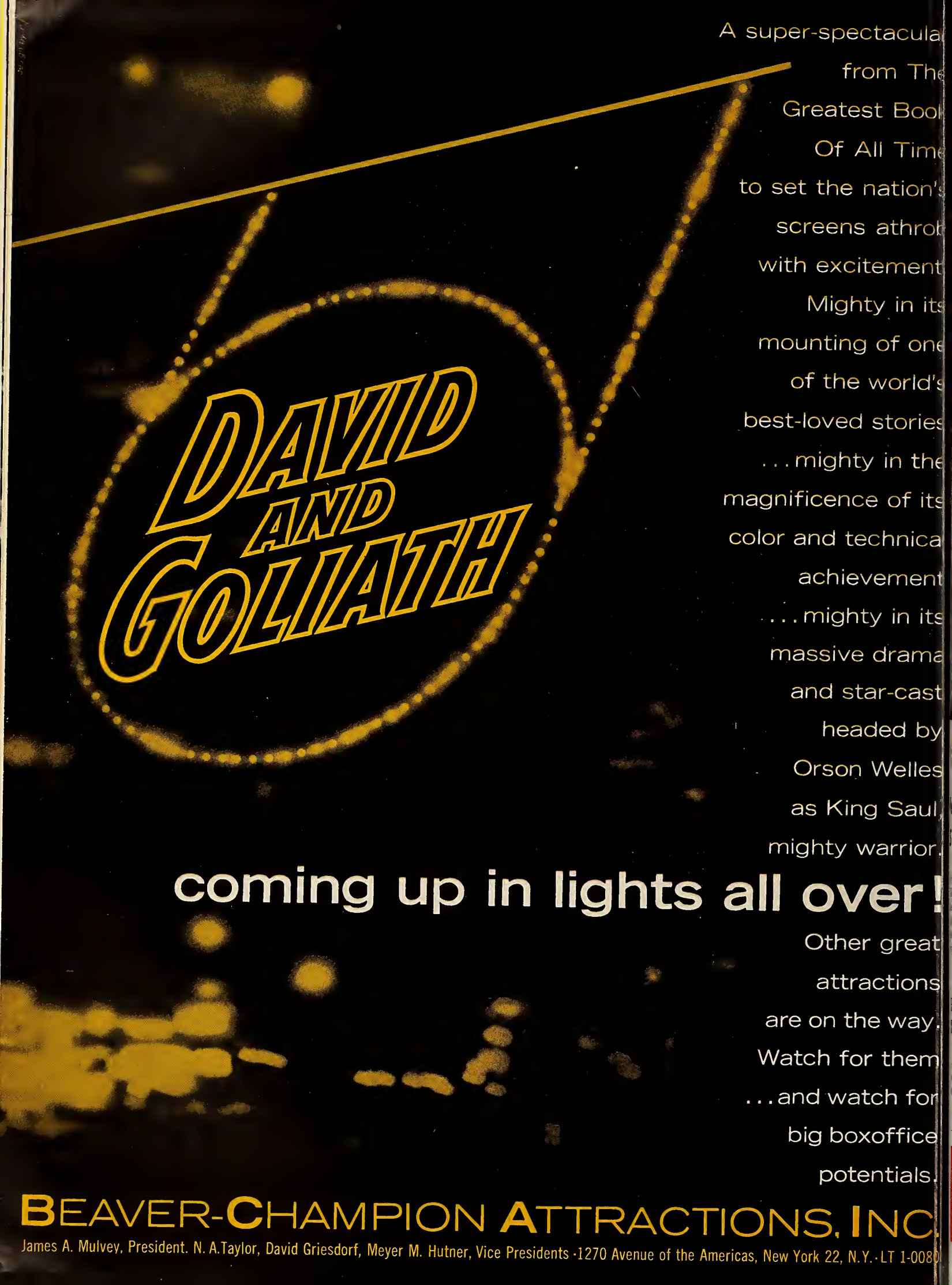
Krasne Leasing Studios To Rapp, Jordan Group

From THE DAILY Bureau

HOLLYWOOD, Nov. 6. — Philip Krasne, president of California Studios, Inc., confirmed at the weekend that negotiations leasing the studios on a long-term deal to a syndicate headed by Phil Rapp and Fred Jordan will be finalized within the next few days.

Krasne said he will devote his future efforts to developing productions for both theatrical and tv release.




A super-spectacula
from The
Greatest Book
Of All Time
to set the nation's
screens athrob
with excitement
Mighty in its
mounting of one
of the world's
best-loved stories
...mighty in the
magnificence of its
color and technica
achievement
....mighty in its
massive drama
and star-cast
headed by
Orson Welles
as King Saul,
mighty warrior.
DAVID AND GOLIATH
coming up in lights all over!
Other great
attractions
are on the way.
Watch for them
...and watch for
big boxoffice
potentials.
BEAVER-CHAMPION ATTRACTIONS, INC.
James A. Mulvey, President. N. A.Taylor, David Griesdorf, Meyer M. Hutner, Vice Presidents ·1270 Avenue of the Americas, New York 22, N.Y.·LT 1-008

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 90 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 9, 1960 TEN CENTS

New Ones Set

U's Billings Advance 32.2% in Fiscal Year

Petticoat' Near $9 Million; Pillow' Tops $7 Millions

In the fiscal year ended Oct. 29, Universal Pictures was 32.2 per cent ahead of the previous fiscal year in domestic billings, Henry H. Martin, general sales manager, told a trade press luncheon conference yesterday.



H. H. Martin

Spreading credit for the substantial improvement over the company's entire line-up, a total of 22 '59-'60 releases, Martin nevertheless

(*Continued on page 6*)

New Hyman Releasing Schedule Due Dec. 15

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, announced yesterday that he would issue a new release schedule on Dec. 15 in his continuing campaign for orderly distribution of quality product.

Hyman said the new schedule

(*Continued on page 6*)

Five in MGM Sales Department Promoted

In a new series of promotions, Robert Mochrie, M-G-M general sales manager, has announced five appointments within the sales organization.

Amos Boyette has been named to

(*Continued on page 3*)

Kirsch in Plea to Unite Independents

Special to THE DAILY

CHICAGO, Nov. 8. — A realistic view of the position of the independent exhibitor in today's market, and a call for them to unite to develop a national policy directed toward bettering their bargaining position were the principal points of the keynote address delivered by Jack Kirsch, new national president, at the opening session of the Allied States Association national convention here yesterday.

Addressing the delegates and their guests at the Conrad Hilton Hotel, Kirsch summed up the small exhibitor's situation today by pointing out that although the public is turning back to motion picture theatres for their entertainment, it is a public that

(*Continued on page 7*)

Political Fund Drive Crosses $6,000 Mark

The industry nonpartisan fund drive crossed the $6,000 mark in the last week of the campaign, the Motion Picture Ass'n. announced. As of last Friday evening, the grand total received amounted to $6,057.

The total collected provided $3,204 to the National Citizens Committee

(*Continued on page 3*)

Named by Board at Pre-Convention Meet

Kirsch Elected Head Of National Allied

Marcus Heads Committee to Set Up New Nat'l Headquarters, Probably Chicago

By JAMES D. IVERS

CHICAGO, Nov. 8.—Jack Kirsch, president of Allied Theatres of Illinois, was elected president of National Allied at a board of directors meeting held prior to the opening of the National Allied convention at the Conrad Hilton Hotel here yesterday. Kirsch was president of the national group in 1946 and 1947 and is general chairman of the convention now in progress here.



Jack Kirsch

In an unusual administrative move the board appointed a committee headed by Ben Marcus, chairman of the board, to consider and draw up recommendations to guide the new offi-

(*Continued on page 7*)

Theatre Concession Advances Lauded

Special to THE DAILY

CHICAGO, Nov. 8. — Gratitude to theatre operators "who above all others, have made greater strides in concessionairing progress than any other single group," and bright predictions that 1961 will continue the profit rise so spectacularly shown in 1959 and 1960, were expressed at the National Association of Concessionaires trade show which opened here yesterday. The bow to exhibitors and the business predictions were made by Spiro J. Papas, president of NAC, and H. E.

(*Continued on page 7*)

Allied Board Urges Production Code Be 'Strengthened'; Hits Sex Pictures

Special to THE DAILY

CHICAGO, Nov. 8.—The problem of excess emphasis on sex and violence in current and future Hollywood product took an equal place with traditional Allied concern with trade practices and the competitive struggle of the small exhibitor on the agenda of the National Allied board of directors meeting here.

After discussion reported to have run longer and in greater depth than any other subject, the board recommended that the Production Code be strengthened and that exhibitors be urged to support such a strengthened code "by taking proper action to see that objectionable pictures are eliminated."

The subject received attention in the keynote speech by Jack Kirsch

(*Continued on page 6*)

AFM Ratifies New Contract with AMPP

From THE DAILY Bureau

HOLLYWOOD, Nov. 8. — American Federation of Musicians, Local 47, in a membership meeting at the weekend, ratified its basic agreement for a new contract with the Association of Motion Picture Producers.

Among the conditions of the pact are salary increases; pension fund contributions based on three per cent of the proceeds of post-'48 sales; payment on theatrical films made after Jan. 31 last when they are released to free-tv; and others.

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PERSONAL MENTION

A. MONTAGUE, Columbia Pictures executive vice-president; LEO JAFFE, first vice-president and treasurer; RUBE JACKTER, vice-president and general manager, and M. ROTHMAN, executive vice-president of Columbia International, left New York yesterday for Hollywood.

•

JOSEPH E. LEVINE, president of Embassy Pictures, left New York on Monday for Italy.

•

L. W. DAVEE, president of Century Projector Corp., left here on Monday for Chicago.

•

FRANK MANTZKE, president of Northwest Allied Theatres, is in Chicago today from Minneapolis.

•

TED KRASSNER, Paramount Pictures home office executive, is in Chicago from New York for the Allied States convention.

•

JAMES V. FREW, Southern division manager for Continental Distributing, Atlanta, has returned there from New Orleans.

•

NANCY KWAN, who has the tile role in Paramount's "The World of Suzie Wong," has arrived in New York from Hollywood.

•

MONTE BERMAN, chairman of the Variety Club of Great Britain, and MRS. BERMAN arrived in New York from England yesterday aboard the "Queen Mary."

•

LOUIS MITCHELL, buyer, booker and Variety Club crewman in Detroit, is hospitalized in Ann Arbor for minor surgery.

•

TOM GROGAN, resident manager at the Strand Theatre, Perakos circuit unit in Thompsonville, Ga., has resumed his duties there following brief hospitalization.

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CEA, While Condemning Toll-TV, Urges Exhibitors Take Part in Any Test

From THE DAILY Bureau

LONDON, Nov. 8.—While outright opposition to toll-tv is the main recommendation of a Cinematograph Exhibitors Association report on the subject, the Association, at the same time, urges exhibitor participation if the Government's Pilkington Committee decides that toll-tv should be introduced here.

Another of the CEA's proposals is that facilities should be granted for the industry's own purposes in relation to television programs in theatres on closed circuit. If the Pilkington Committee decides in favor of toll-tv, exhibitors, stresses the report, must fight against large single television monopolies and request participation on favorable terms.

The report contends that if toll-tv comes into being the cinema industry is best equipped to take on the new role.

CEA branches have been discussing this report and it comes before the CEA's General Council tomorrow. If approved, it will then be passed on to the Pilkington Committee.

Matofsky on Publicity For Levine 'Aladdin'

Harvey Matofsky has been appointed production publicity coordinator for the filming of Joseph E. Levine's "The Wonders of Aladdin," is was announced by Edward S. Feldman, publicity director for Embassy Pictures. Matofsky has resigned from the publicity staff of United Artists to accept the new post.

He will leave for Rome shortly for pre-production conferences on the film which begins shooting Dec. 1, in Tunis.

During the filming Matofsky will coordinate all phases of production publicity, photography, and special promotions for both the domestic and foreign markets.

Canadian Saturation For Fox's 'Canadians'

What is described as the first coast-to-coast saturation booking in Canada has been set by 20th Century-Fox for the company's February holiday attraction "The Canadians."

C. Glenn Norris, 20th-Fox general sales manager, said 320 prints will be utilized, a record order for any Canadian engagement. The picture will bow the first week in February with a series of government-sponsored premieres, the first held in that country.

Mitchell Yeager Dies

JACKSONVILLE, Nov. 8. — Mitchell Yeager, 62, for the past 42 years a projectionist for Florida State Theatres, died here following a short illness. He had served in the past as business agent for Local 511, IATSE.

IFFPA Won't Cut Down On Official Festivals

From THE DAILY Bureau

LONDON, Nov. 6 (By Air Mail).—The International Federation of Film Producers Association (IFFPA) has decided against restricting its recognition of festivals because "any such restriction was bound to have an arbitrary and discriminatory character." A reduction in the number of festivals, it is stated, can only be achieved satisfactorily by agreement among the organisers themselves.

The IFFPA hopes that this step may be taken and defines its future policy regarding festivals as follows: Approval will continue to be given to festivals whose regulations fully conform to those laid down by the IFFPA; strict steps to ensure regulations are obeyed and made a condition of approval; any festival failing, during its course, to observe regulations will have future approval withheld; festivals should not last longer than 12 days; not more than two films should be shown in any one day and contributions of each country should not exceed two films.

Limitations Set

The number of competitive festivals to which approval will be given will be limited and those permitted to restrict entries to films outside their country of origin shall be limited to a maximum of four.

Member associations are entirely free to decide whether or not they participate in any festival and recognition of a festival by IFFPA will not in any way commit its members to take part.

IFFPA will consider applications for 1961 festivals as and when they are received.

Services Held for Mack Sennett, Pioneer

From THE DAILY Bureau

HOLLYWOOD, Nov. 8.—A requiem mass was held this morning at Blessed Sacrament Church for Mack Sennett, pioneer film producer, who died at the weekend. He was 76 years old. Interment took place at Holy Cross Cemetery.

Sennett, whose real name was Mickall Sinnott, was one of the first Hollywood producers. He originated the Bathing Beauty Girls who appeared in dozens of his early short reel comedies.

TENT TALK

Variety Club News

CLEVELAND — Ted Levy ... been named chief barker of Tent ... 6. Others voted into office inclu... Milton Grant and Leonard Mishki... assistants; Sam Schultz, dough gu... Jay Schultz, property master, a... Jules Livingston, press guy. Jack ... verthorne, Ted Levy and Irwin She... ker were named as delegates to ... tend the spring convention in Mia...

△

BUFFALO — Tent No. 7 on No... 14 will give a dinner in honor of Ja... Mundstuk at the Statler Hilton Hot... Myron Gross of Co-Operative The... tres of Buffalo is chairman of t... arrangements committee. Mundstu... who has been associated with MG... for almost 30 years, most of them ... manager of the Buffalo branch, h... been named manager of the Washin... ton, D.C., exchange of the same co... pany.

400 'Gulliver' Prints

All 400 prints of "The 3 Worlds ... Gulliver" have been booked arou... the nation for Christmas week, it w... announced by Rube Jackter, Colum... bia Pictures vice president and ge... eral sales manager. In New York th... picture will play the Forum Theatr... Other bookings have been set f... Chicago's Loop Theatre, the St. Fra... cis in San Francisco, the Pilgrim ... Boston, the Hippodrome in Clev... land, the Palms in Detroit and Loew... Capital in Washington. The film wi... play a multiple run engagement ... Los Angeles.

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher. Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eacb published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

egion Rates 'Crowning' eparate; 'Magdalena' C

The National Legion of Decency as placed "The Crowning Experience," the Moral Rearmament film, in "separate" classification and condemned the German film "Magdalena" in ratings for the week ending Nov. 10.

At the same time the Legion placed Universal's "Spartacus" in Class A, Section II (adults) and rated MGM's Butterfield 8" and 20th-Fox's "Goddess of Love" in Class B (morally objectionable for all.)

The Legion gives a "separate" classification to "certain films which, while not morally objectionable in themselves, require some analysis and explanation as a protection to the uninformed against wrong interpretation and false conclusions." Explaining its rating of "The Crowning Experience," the Legion said, "This message film, which presents the program of Moral Re-Armament, a quasi-religious movement, should be viewed by a Catholic audience with certain reservations because the film relies too heavily upon emotional argument and because the religious expression which it gives to personal reform is theologically ambiguous."

Highly Critical of 'Magdalena'

In condemning "Magdalena," the Legion said, "The low moral tone which permeates the development of the theme of this film is compounded in treatment by a blatant violation of decency in costuming, dialogue and situations."

On "Butterfield 8": "The boldly suggestive treatment of the subject matter of this film in costuming, dialogue and situations is offensive to traditional standards of morality and decency." On "Goddess of Love": "Suggestive costuming and situations."

'Facts' Benefit Set

Mrs. Dwight D. Eisenhower, Vice President and Mrs. Richard Nixon, Senators Jacob K. Javits and Kenneth Keating, Governor and Mrs. Nelson Rockefeller and Mayor and Mrs. Robert Wagner have been named honorary sponsors for motion picture preview of "The Facts of Life" and supper dance to benefit the New York chapter of the World Adoption International Fund (WAIF) of the International Social Service. The special showing of the United Artists' release, will be held for WAIF members and their guests on Nov. 15 at the Astor Theatre prior to the supper dance at the Pierre Hotel.

Ward Bond Services

HOLLYWOOD, Nov. 8. — Funeral services were held here yesterday morning for Ward Bond, noted character actor, in the Field Photo Home, Reseda, a rest home for Purple Heart veterans of World War II. He was 55 years old. Interment was private. Bond was well-known as one of the players in the "stock company" of John Ford, having appeared in most of the westerns made by that director.

REVIEW:

The Plunderers

August Prods.—Allied Artists

HOLLYWOOD, Nov. 8

PREFACED WITH THE remark that what took place nearly 100 years ago is something that could happen today, this film builds its intrigue on a disturbance created by four teenage saddle-tramps who ride into a small, lonely town of the old post-war West. Their brazen antics, employed mainly to impress each other, coupled with displays of confusion and cowardice can be compared with generations of other teenage "rat packs," juvenile delinquents, and young "angry" groups of today.

Teenage favorites John Saxon, Dolores Hart and Ray Stricklyn, joined by two impressive newcomers, Dee Pollock and the Herculean Roger Torrey, lend strong box office assurance to Jeff Chandler, starring in his own independent production.

Joseph Pevney's direction achieves an atmosphere charged with suspense, through a slow-paced buildup of character study and unpredictable action. His handling of scenes with violence, knife fights and gun action is commendable in that he attains dramatic effect without resorting to gory details. Pevney, who also produced the film, is given a strong assist in delineating the interesting screenplay by Bob Barbash, with a notably good musical score, composed and conducted by Leonard Rosenman to augment the mood and punctuate the action.

Saxon is outstanding in his portrayal of the Mexican member of the hoodlum quartette. His Spanish accent and the personality he projects in his aim to seduce Miss Hart are highlights of the film.

OTHERS in effective roles are Jay C. Flippen, as an old sheriff who tries in vain to reason with the four as a cover up for his fear of having to use a gun; Marsha Hunt, widowed by the war, who finds Chandler difficult in responding to her former interest in him, as Miss Hart and Chandler find a common bond for each other; and James Westerfield, owner of the saloon, who takes a beating from the hoodlums when he tries to stand up for his rights.

Chandler, essaying the difficult role of an embittered soul who has lost the use of one arm in the war, becomes the focal interest as he is riled into action against the four hoodlums after they have killed the sheriff and pillaged the town of all its guns. Dee Pollock, youngest of the group, walks out on his buddies after an argument with Stricklyn and is trapped by the townspeople when he refuses to use his gun on Chandler. Pollock's gun is then used by Miss Hart to dispose of Saxon as he tries to knife Chandler. Chandler then outwits Torrey in a knife duel; and Stricklyn dies as he tries to shoot his way past Chandler, who clips him with a bullet. Pollock, the surviving member of the group, is set free, and the town prepares to return to normal living.

Executive producer was Scott R. Dunlap, and associate producer, Jess Rand.

Running time, 94 minutes. Release in November.

SAMUEL D. BERNS

Producers Backed on 'Anti-Payola' Law

From THE DAILY Bureau

WASHINGTON, Nov. 8.—The National Association of Broadcasters, in a conference with Federal Communications Commission staff members, has generally supported the interpretation of the new anti-"payola" law advocated by film producers. There are, however, some additional points which the broadcasters desire to have clarified. They will outline these to FCC soon.

The broadcasters agreed with the film producers that the new law should not apply to theatrical films. FCC is understood to be unconvinced of this, but it has not made up its mind. Also supported by both film producers and broadcasters is exclusion from the new rules of films (and tapes) begun before Sept. 13.

Valiant Names Three New Branch Managers

Three branch managers have been appointed by Valiant Films Corp. for new offices in Cleveland, Atlanta and Charlotte, it was announced yesterday by Fred Schwartz, president, and Sig Shore, president of Vitalite Film Corp., which supplies the product released by the distributing company. Valiant now has 13 branches of its own and plans to open at least two more offices, according to Shore, who heads sales and presentation of the product.

Jerry Lipow has been named branch manager in Cleveland and will also handle sales in the Pittsburgh territory. Lipow was most recently with United Artists and previously with Paramount, both in Cleveland.

Edwin H. Brauer, former Republic branch manager in Atlanta, has been appointed Valiant manager there and will also cover the Jacksonville territory. Robert W. McClure, formerly with United Artists in Charlotte, heads Valiant's new Charlotte branch.

Political Fund

(*Continued from page* 1)

for Kennedy and Johnson, and $2,852 to the National Citizens Committee for Nixon and Lodge. In accordance with a previous understanding with the studios, funds raised in California were returned to California, with $1,030 going to the California Citizens Committee for Kennedy and Johnson and $1,241 going to the California Citizens Committee for Nixon and Lodge.

Eric Johnston, MPA president, who headed the industry's campaign to get out the vote and contribute to the "party of your choice," said that in general he was quite pleased with the results and remarked:

"For an initial effort, I feel that personnel in the home offices of the major producers-distributors, the exchanges and the studios took an important step toward broadening the base of democracy in our country. Many thousands of film workers are better citizens today for having made a personal contribution to the party of their choice."

MGM Promotions

(*Continued from page* 1)

the newly created post of assistant branch manager in Charlotte. He has been a salesman, originally joining the company in 1949. Connie Carpou, a salesman in Oklahoma City, has been promoted to assistant branch manager in Dallas. He has been with M-G-M since 1936.

Ervin Douglyn was promoted to acting branch manager in Seattle. Sam Davis, the Seattle branch manager, is recuperating from a heart attack. Douglyn, a ten-year M-G-M man, began his career with the company as a student salesman.

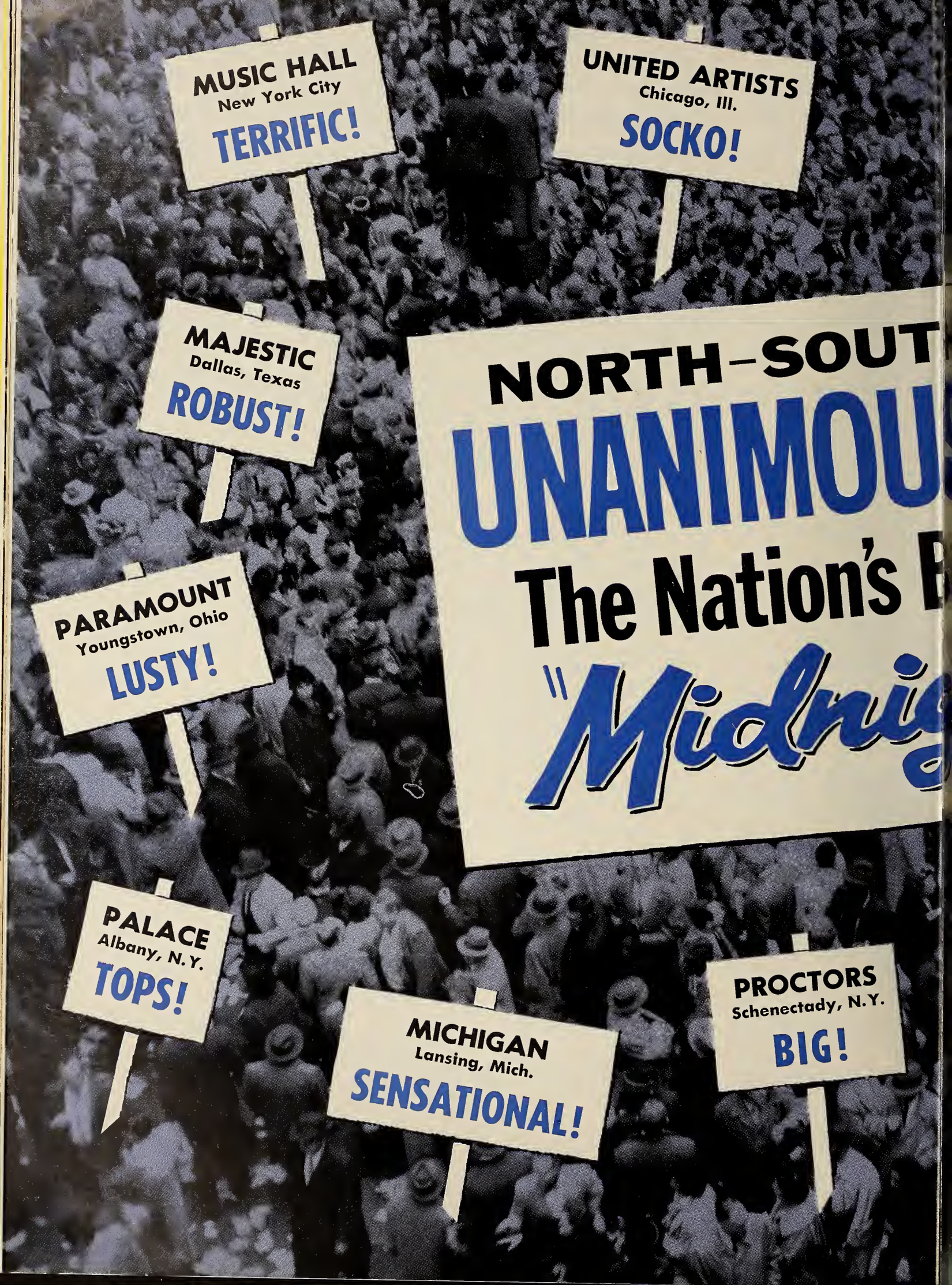
William Egbert fills Carpou's position as salesman in Oklahoma City. He joined the company in 1941, and had been head booker. Marion Farley moves up to Egbert's former position. An 11 year man, he has been a booker in the Oklahoma City branch.

Winters Joins M-G-M

Dick Winters has joined the home office publicity and advertising department of Metro-Goldwyn-Mayer. Prior to his new position, Winters was on the publicity staff at 20th Century-Fox where his assignments included national magazine contacts. Before that, he was in the home office publicity department of RKO Pictures.

Fuller for 'Marauders'

HOLLYWOOD, Nov. 8. — Samuel Fuller has been signed to direct "The Marauders," epic-scale story of jungle warfare, which Milton Sperling will produce as a United States production for Warner Brothers. Producer Sperling and Fuller will leave late this month for the Far East to scout locations for the production.


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JOHN WILLIAMS WITH HERMIONE BADDELEY
Screenplay by IVAN GOFF and BEN ROBERTS
Directed by DAVID MILLER • Based on the Play
"MATILDA SHOUTED FIRE" by Janet Green
Produced by ROSS HUNTER and MARTIN MELCHER
A Universal-International Release
IN EASTMAN COLOR
A ROSS HUNTER-ARWIN PRODUCTION
"Midnight Lace"
Universal International

'U's Billings

(*Continued from page* 1)

said most of it had been made possible by the box office success of three pictures—"Pillow Talk," "Operation Petticoat" and "Portrait in Black."

In 53 weeks of release "Pillow Talk" has grossed $7,157,000; "Operation Petticoat," $8,700,000 in 45 weeks, and "Portrait in Black," $3,100,000 in 17 weeks, Martin reported.

In the 1958-'59 fiscal year, Universal released only 19 pictures. In the year just beginning, it will release 22-24, Martin said, including at least two reissues, "To Hell and Back" in March, 1961, and "The Lawless Breed" in April.

He noted that the company's "basic schedule" for the ensuing 12 months is already completed and the studio now is working on the following year's lineup, "a position Universal hasn't been in for a long time."

'Midnight Lace' Leading

"Midnight Lace," which is starting off the company's new fiscal year releases, will have 455 consecutive playdates starting this week and continuing through Thanksgiving. In its 20 engagements to date it is outgrossing "Portrait in Black" and compares with "Operation Petticoat" grosses. However, Martin declined to forecast a final gross for the picture, saying that no realistic figure could be arrived at until the picture has been in release at least 20 weeks.

"Midnight Lace" will be followed by "The Grass Is Greener," which will open at the Astor and Trans-Lux here Dec. 14, and other pre-release dates on Dec. 23. Also set for December is "The Private Lives of Adam and Eve," to be followed by "The Great Impostor" and "The Shakedown" in February; "Romanoff and Juliet" in March, "The Secret Ways," "Wings of Chance" and "The Tomboy and the Champ" in April; "Pharoah's Woman," "Posse from Hell" and "Trouble in the Sky" for May; "The Curse of the Werewolf" and "Shadow of the Cat" for June, and "The Day of the Gun" for July.

'Back Street' in Work

In addition, "Back Street" is in production, "The Sixth Man" is set to start and "Tammy Tell Me True" is preparing.

Martin reported that "Spartacus" is now playing in six cities and is "doing well." It will have an additional 10 openings for Christmas.

Philip Gerard, Universal's Eastern advertising-publicity director, said the company's policy of individualized merchandising campaigns for its product will be continued and will be coordinated with the sales activities on every picture. This system is part of the planned distribution program which Universal began in 1958 with "Perfect Furlough."

In this connection, Gerard noted that the campaign for "The Grass Is Greener" has been in work for months, as have those for other upcoming releases.

REVIEW:

Swiss Family Robinson

Walt Disney—Buena Vista

THE CLASSIC JUVENILE adventure story by Johann Wyss of the adventures of a shipwrecked family on a deserted island has been altered somewhat in this Walt Disney version which has been lavishly produced by Bill Anderson.

In the Wyss novel, originally filmed by RKO-Radio in 1940, the only villain was natural catastrophe in the form of the elements and the wild animals on the island. Here, deviations from the original work include the interjection of a group of pirates menacingly headed by Sessue Hayakawa, and romance in the person of Janet Munro as a pirate captive rescued by two of the Robinson boys. Also, the four sons in the original version have been reduced to three in this one.

John Mills and Dorothy McGuire are fine as the parents of the marooned family of three sons, ably portrayed by James MacArthur, the eldest; Tommy Kirk, next in line, and Kevin Corcoran as the mischevious youngster of the trio. Ken Annakin has directed the tale with full design on the young trade, but adults should find little trouble in falling in tune with this pure escapist entertainment. It is all wool and a yard wide, and should be accepted as such.

Fleeing the aggressions of Napoleon, the Swiss family is en route to New Guinea when pirates chase their ship into a storm and the crew deserts. With the aid of movie technicians, which is considerable, the energetic family erects a dream split-level domicile in the tree tops. They endure several suspenceful and comedic encounters with typical Walt Disney wild life which infest the area.

ON A SCOUTING trip around the island, MacArthur and Kirk come upon Cecil Parker, a ship owner, and his granddaughter, Miss Munro, held captive by the pirates. They succeed in releasing the girl, dressed as a cabin boy to foil the villains, while Parker is held for ransom. The first friction in the togetherness of the family occurs when the boys vie for the attentions of Miss Munro, who discards her boy's attire for some of Miss McGuire's city dresses.

The youngters should have a ball at the comic-opera battle which has the small group of defenders hold off a pirate attack with home-made hand grenades, propelled logs and arrows, and protective ditches. They are rescued in the nick of time by the appearance of Parker and his fighting ship. While the family now can leave the island, only Kirk decides to go. Miss Munro, in love with MacArthur, also decides to remain on the pleasant island with the rest of the family.

The Technicolor photography is of exceptional merit, capturing the full flavor of the deserted island. All cast members perform their roles competently under the fine guidance of director Annakin.

Running time, 126 minutes. Release, Christmas 1960.

SIDNEY RECHETNIK

Allied Artists 'Holders Meet at Studio Today

From THE DAILY Bureau

HOLLYWOOD, Nov. 8. — The annual meeting of Allied Artists Pictures Corp. stockholders will be held at 11 A.M. Wednesday at the studio, with company president Steve Broidy presiding.

A meeting of company's board of directors is scheduled to follow the stockholders' meeting.

'Cinerama' Sell-Out

"This Is Cinerama" is expected to gross $16,460 in the first week of its engagement at the RKO Grand Theatre in Columbus, Ohio, it was jointly announced here by RKO Theatres and Cinerama, Inc. They said the film was a sell-out over the weekend. The first week ends today.

NT in 'King' Contest

National Theatres has joined in the continental "Esther and the King" beauty contest sponsored by 20th Century-Fox. M. Spencer Leve, president of the theatre chain, which has 250 houses across the country, said his circuit will see to it that the "search for Esther" contest extends through the sub-runs of the film.

'Seven' to Circuits

United Artists' "The Magnificent Seven" will have its circuit booking at some 70 theatres throughout the New York area, starting Wednesday, Nov. 23. Companion feature will be "The Boy and the Pirates." Theatre circuits playing the UA releases will include Loew's, RKO, Randforce, Century, Rugoff and Becker, Brandt, Skouras Fabian and Prudential.

Allied's Boar

(*Continued from page* 1)

yesterday and was scheduled for tion on the floor of the conven tomorrow.

The board also: Recommended c tinuing action against the grow number of 70mm roadshow enga ments, blaming these in part for product shortage;

Renewed Allied's membership COMPO and paid tribute to triumvirate at its head, particula Charles E. McCarthy;

Set plans for a membership dr including renewed efforts to br New England Allied back into tional Allied; took no action on white paper campaign.

Decries 'Sick Pictures'

Discussing the "sick pictures" iss Ben Marcus, chairman of the boa and Al Myrick, retiring president, clared that the emphasis on sex a violence is "driving people aw from theatres and rapidly eliminat the great potential audience of fa ily movie-goers."

Myrick added that in his opin most of these pictures would ha done just as well at the box off without the objectionable scenes a further declared that many exhibit are placed in the unfortunate positi of having to play them because the lack of any other kind of produ

In praising the accomplishments COMPO, Marcus urged all Alli members to pay their COMPO d promptly because of that organiz tion's importance to the entire indu try. The fight on the minimum wa bill was particularly lauded.

The second week of Novemb 1961, was set as the tentative d for the next annual convention in L Vegas.

Hyman Schedule

(*Continued from page* 1)

would highlight the importance of a vertising, publicity, and promoti for the attractions to be released the first six months of 1961 with pa ticular emphasis on the April-Ma June period.

Plans are being formulated for drive during April, May, and June a this drive will be kicked off at meeting of AB-PT affiliates to be he at the Concord Hotel, Kiamesha Lak New York, on Thursday and Frida Dec. 15 and 16, at which time th new schedule will be distributed. Hy man also intends to follow his pa custom of distributing the schedul to the exhibitors in the United State and Canada who have endorsed o derly distribution after a trade pres luncheon to be held at AB-PT head quarters.

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Kirsch Pleads with Independents to Unite

(Continued from page 1)

has learned to discriminate, because of the conditioning of television, between good, mediocre and bad entertainment. And, while the audience is returning the exhibitor, he, because of the product shortage and the backup of top films caused by the roadshow policies, is unable to offer them anything better than program fare.

"We have nothing to give them," he said, "or darn little in terms of product and of timing. We face a situation in which terms are dictated to us, we are not permitted to view the product . . . and oftentimes we cannot buy what we want without taking a tag-along picture with little box-office appeal. Pricing conditions are both unrealistic and unequitable."

Hits Blind Selling

In this connection he urged the convention to seek ways of eliminating blind selling. "Can we not take a united stand and demand a sensible unbiased hearing from those in our industry we work for and with?" he added.

Kirsch attacked the increasing numbers of roadshow pictures and "the 70mm gimmick" on the ground that the public is beginning to put the term "blockbuster" in the same category as the outmoded "colossal"; that national advertising campaigns for these pictures mean nothing when the small exhibitor gets them a year and a half or two years later; and that the long runs in special houses prevent product from sifting into the subsequent run houses.

"This means," he said, "that in this test-tube market we are fair game for the subsequent establishment of prohibitive sales terms."

Stresses Merchandising

To offset these conditions, Kirsch urged renewed attention to the physical plant—"the store with the newest paint gets the customers"—and an exchange of merchandising ideas within the Allied framework.

The new Allied president attacked distributors for their lack of "cooperation and understanding." He declared that exhibitors have always been willing "to go an extra mile" to achieve understanding but added, "apparently we cannot have a meeting of minds with certain elements in production and distribution until we concede that we have no right to be in the business at all; that we are to be tolerated only until production and distribution see fit to vest a monopoly of exhibition of motion pictures in a few metropolitan theatres . . ."

The convention was opened by retiring president Al Myrick, who also urged that exhibitors unite at this convention.

A business building forum followed immediately at which Harry Hendel reported in detail on the outstanding results of the Marcus-Compo plan in the Pittsburgh area; Milton London of Detroit told of the results obtained by a cooperative business building plan staged by Michigan exhibitors in connection with the Michigan State Fair; and Keith Milner and Bill Jenkins told of similar area institutional plans. In connection with the operation of the Marcus plan in Pittsburgh during which "Jungle Cat" and "White Wilderness" were played, Hendel stressed the difficulties the exhibitor committee had in getting cooperation from distributors, with the exception of Columbia.

NAC Plays Host

A cocktail party conducted by the National Association of Concessionaires and a screening by 20th Century-Fox of "North to Alaska" concluded Monday's sessions.

Today's activities included clinics covering both drive-ins and indoor theatres in large and small cities, a luncheon fashion show for exhibitor wives; a luncheon hosted by American International Pictures; a joint NAC-Allied workshop on concessions and a Pepsi-Cola "international cocktail party."

Milton Moritz, American International Pictures' advertising-publicity director, told the convention luncheon session hosted by his company today, that "There no longer are major motion picture companies, only major motion pictures," because audiences no longer have the movie-habit. They shop for their pictures, with the result that we have been taken out of the motion picture business and are in the entertainment business, competing with many others for the mass public's free time.

25 Per Cent of Gross for Ads

Moritz said that to help meet this competition AIP aims its films at large, special groups, providing them with "entertainment that can be seen only in your theatres." Merchandising and advertising the pictures looms large in winning audiences for such pictures, he said, so AIP commits 25 per cent of its gross income to advertising.

arcus Subs for McCarthy, ays High Tribute to Compo

Special to THE DAILY

CHICAGO, Nov. 8. — A report on e activities of Compo, scheduled to given national Allied by Charles McCarthy, executive vice-president, was given instead by Ben Mars when McCarthy was unable to end the convention here.

Marcus was enthusiastic in his aise of the work accomplished by ompo and called it "a vital instruent" working toward the good of e industry. The results in the major mpaigns conducted on the admison tax and on the minimum wage w have been "phenomenal," he deared, urging all exhibitors to send their dues.

oncessions

(Continued from page 1)

hrisman general convention chairan.

Exhibitors attending the national llied convention, scenting the apetizing odor of popcorn and egg roll hich pervaded the main lobby of he Conrad Hilton Hotel, examined ith interest the almost 100 exhibits trampolines, Go-Karts, Bowling ne layouts, miniature golf equipent, automatic vending machines ispensing almost everything from asirin to hot soup, and other ideas r diversified income possibilities.

"NAC services and activities will be celerated in the coming year assurg members the broadest and most mplete assistance possible," Papas id, adding that NAC's motto "Planng Our Progress" will continue to sure successful advancement in the oncessions field by offering the tools nd ideas its members need.

Calls Improvement Vital

Expressing the theme of the trade how, Chrisman said, "There is an old dage that it is necessary to spend oney (wisely) to make money and at has never been truer than today. he customers of every business in his country are demanding better roducts and better services. Thus, it s necessary for theatre owners to look t every phase of their operations and o improve those departments which re not providing maximum efficiency nd service."

The association will elect officers nd directors for the coming year beore the show and convention close omorrow.

Kirsch Heads National Allied

(Continued from page 1)

cers in setting up a fully manned national headquarters for the organization and in implementing the board's plans to take an active role in exhibition problems at the national level. Other members of the committee are Kirsch, Irving Dollinger, James Whittle, Milton London and Trueman Rembusch.

National headquarters for years has been in Washington in the office of Abram F. Myers, former general counsel and chairman of the board. It was indicated the new offices would be located in the mid-west, probably Chicago.

Myers, who retired last year, continues as legal consultant but the board voted against retaining a full-time general counsel.

One of the first tasks of the administrative committee and of the new officers will be the selection of a full-time executive secretary or administrative head. This post was refused recently by A. W. Schwalberg.

Other officers voted by the board are: chairman of the board, Ben Marcus; treasurer, Harry Hendel; national secretary, Richard Lochry, regional vice-presidents, James L. Whittle, Baltimore; Marshall Fine, Cleveland; Milton London, Detroit; Edward E. Johnson, Milwaukee; and Neil Beezley, Colorado; emergency defense committee, Trueman Rembusch; finance committee, Harry Hendel, Meyer Leventhal, Baltimore; Abe Berenson, New Orleans; Milton London, Harrison D. Wolcott, Iowa; Sidney Stern, New York; Richard Lochry, Indianapolis.

Kirsch will serve for Allied on the ACE executive committee with Irving Dollinger as alternate.

The COMPO executive committee includes Marcus, Dollinger, London, Harry Hendel, Roy Kalver, George Stern and Berenson.

Forecasting a resumption by Allied of an active role in the fight against pay television, Julius Gordon of Texas and Wilbur Snaper of New York were reappointed Allied representatives of the Joint Committee on Toll TV.

A COMPLETE LINE OF PROFESSIONAL CINE FILMS

Sales Offices and Warehouses

321 West 54th Street New York 19, N. Y.

6370 Santa Monica Blvd. Los Angeles 38, Calif.

6601 N. Lincoln Ave. Lincolnwood (Chicago), Ill.

1355 Conant Street Dallas 7, Texas

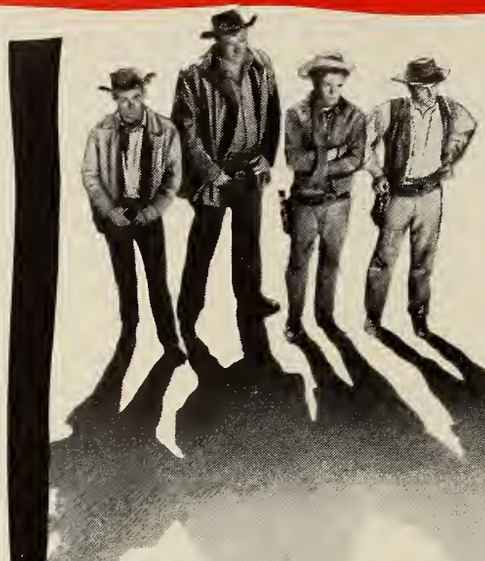
1925 Blake St. Denver 2, Colo.

Quality photographic materials . . . backed by more than half a century of experience.

GEVAERT

THE GEVAERT COMPANY OF AMERICA, INC.

THE NEW GIANT OF WESTERN SUSPENSE!



THESE WERE THE FOUR STEEL-NERVED YOUNG HELLIONS...EACH READY TO STAND UP TO A RING OF GUNS...OR DRAG A WOMAN'S NAME DOWN TO HIS!

The town could forgive every sin... but this!

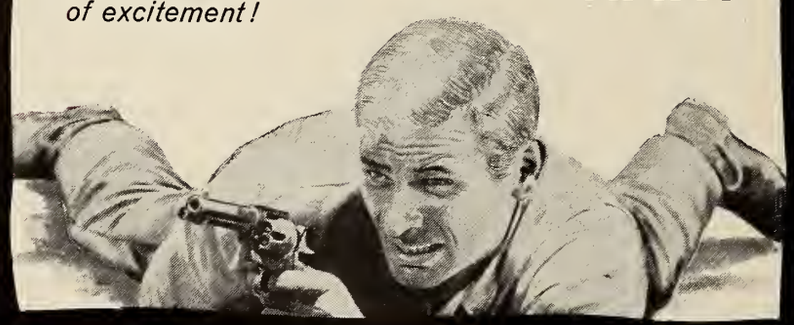
JEFF CHANDLER

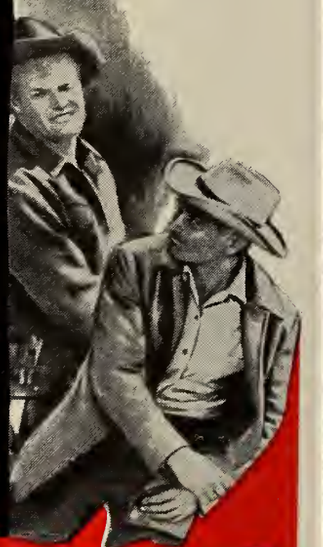
JOHN SAXON

DOLORES HART

Lusting for any thrill they could take, they drove a town to its knees... like spoilers they raided and ravished... like killers they triggered a new kind of excitement!







ALLIED ARTISTS presents

"THE PLUNDERERS"

Co-Starring **MARSHA HUNT** · JAY C. FLIPPEN · RAY STRICKLYN · JAMES WESTERFIELD · With DEE POLLOCK · ROGER TORREY

Produced & Directed by JOSEPH PEVNEY · Written by BOB BARBASH · Executive Producer SCOTT R. DUNLAP · Associate Producer JESS RAND · AN AUGUST PRODUCTIONS PICTURE

Red-Hot and Ready Now...from ALLIED ARTISTS!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 91 NEW YORK, U.S.A., THURSDAY, NOVEMBER 10, 1960 TEN CENTS

With Kennedy President

Expect More Wage Bills in New Congress

But Dixie Conservatives May Provide Opposition

By E. H. KAHN

WASHINGTON, Nov. 9.—Election of Sen. John F. Kennedy to the Presidency and continued Democratic control of both houses of Congress insure that the motion picture industry will face a fight to raise minimum wages in the next congress. But the narrow margin of popular vote and the fact that the Democrats had net losses of seats in both House and Senate will militate against enactment of very radical changes.

Of great significance is the fact that for the Democratic majority in the House to be effective, traditionally conservative Southerners must vote

(*Continued on page* 10)

Rothman, Rosenfield Named Col. V-Ps

The board of directors of Columbia Pictures has elected M. Rothman vice-president in charge of foreign distribution, and Jonas Rosenfield, Jr., vice-president in charge of advertising and publicity, it was announced yesterday. At the same time the board named Bernard E. Zeeman and Seymour Malamed as assistant treasurers.

Rothman, who is serving as execu-

(*Continued on page* 2)

Ad-Pub. Group Revise Of Newspaper Relations

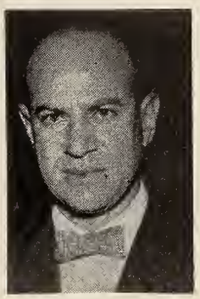
Consolidation of the Motion Picture Association advertising-publicity directors committee's programs pertaining to industry relationships with newspapers, now being handled by three separate groups, will be proposed in a report to be made to a meeting of the committee at MPAA headquarters here today by Martin Davis, chairman.

Three separate committees now

(*Continued on page* 2)

Loew's Theatres Net, $2,771,625

Loew's Theatres in its annual report to stockholders for the fiscal year ended August 31, announced net profit of $2,771,625, equal to $1.04 per share on 2,668,389 shares outstanding. This was after deducting-depreciation charges of $3,075,464, equal to $1.15 per share, and United States and Canadian income taxes of $2,710,000, equal to $1.02 per share.



Laurence Tisch

This is a gain in net profit of 38.1

(*Continued on page* 6)

Braunstein, Schwalberg In New Omat Company

Special to THE DAILY

CHICAGO, Nov. 9.—Formation of the Omat Corp. to distribute 12 to 20 feature pictures a year was announced today by Howard J. Beck and A. W. Schwalberg at the Allied States con-

(*Continued on page* 6)

Embassy Names Weston Advertising Manager

Robert R. Weston has been appointed advertising manager for Embassy Pictures, it was announced here yesterday by Eddie Solomon, execu-

(*Continued on page* 3)

Militancy Marks Closing Session

Roadshow, and 'Code' Laxity Hit by Allied

Convention Resolutions Call for Public Appeal to Congress for Law

By JAMES D. IVERS

CHICAGO, Nov. 9.—With a show of its characteristic, old-time militancy, Allied States Ass'n. closed its three-day convention here this week with an aggressive call for a curb on increasing numbers of "hard ticket" pictures and a demand for more rigid enforcement of the Production Code to reduce the number of offensive pictures which, Allied contends, are curbing the family trade and keeping others away from theatres.

The resolution against exclusive roadshow presentations charged that the practice aggravates the product shortage, is "discriminatory" and will result in the closing of thousands of community theatres.

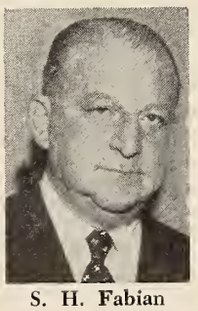
The resolution, adopted by the board and approved by the convention, called for a movement to enlist public support in urging Congress to provide legislation insuring orderly release "unless distribution takes im-

(*Continued on page* 11)

Fabian Says Presidents Wouldn't Aid Theatres

Special to THE DAILY

CHICAGO, Nov. 9. — Production-distribution company presidents, with no responsibility for theatres any longer, are concerned only with what seems to benefit distribution, Si H. Fabian, president of Stanley Warner Corp., told the Allied States convention here today in reporting on activities of the American Congress of Exhibitors, of which he holds the position of chairman.



S. H. Fabian

Referring to meetings which ACE held with the company presidents in

(*Continued on page* 11)

Industry Unity Bond Is Urged by Rackmil

Special to THE DAILY

CHICAGO, Nov. 9. — Milton R. Rackmil, president of Universal Pictures, called on exhibition to join with production - distribution to "work more closely together than ever before" at the banquet of Allied States Ass'n. here tonight which brought the organization's annual convention to a close.



Milton R. Rackmil

Rackmil made his remarks in accepting the Allied annual award of "Industry Man of the Year." He said he was "proud and honored"

(*Continued on page* 11)

REVIEW:

The World of Suzie Wong

World Enterprises—Worldfilm Ltd.—Paramount

RAY STARK's production of "The World of Suzie Wong" is faithful in its essentials to its popular predecessors, the best-selling novel by Richard Mason, and the successful Broadway play by Paul Osborn. With William Holden as an American architectural draftsman who gives himself a year in Hong Kong in which to test his talent as an artist, and the pert and personable Nancy Kwan as the Chinese "yum-yum" girl who first models for him, then becomes his mistress and ultimately his wife, the motion

(*Continued on page* 6)

PERSONAL MENTION

ERIC JOHNSTON, president of the Motion Picture Association, returned here from London yesterday and proceeded to his Washington headquarters. He attended the annual Royal Naval Film Corps dinner in London.

•

SAMUEL Z. ARKOFF, executive vice-president of American International Pictures, has returned to Hollywood from Europe.

•

FRED GOLDBERG, United Artists national director of advertising, publicity and exploitation; NAT RUDICH, representative of the Otto Preminger organization, and HERB PICKMAN, UA cordinator of road-show engagements, left New York yesterday for Detroit.

•

RICHARD P. BRANDT, president of Trans-Lux Corp., has returned to New York from the Coast.

•

KAY HARRISON, managing director of Technicolor, Ltd., arrived in New York from London yesterday via B.O.A.C.

•

HERMAN "Hi" BIEGEL, tax consultant, has left Washington for the Coast to confer with studio and star clients.

•

STAN DUDELSON, general sales manager of Screen Gems syndication, has left New York on a two-week trip to Midwest and the Coast.

•

BEN M. COHN, Universal International assistant foreign manager, has returned to New York from a three-week trip to England and the Continent.

Holiday Notice

MOTION PICTURE DAILY will not be published tomorrow, Nov. 11, Veterans' Day.

NEW YORK THEATRES

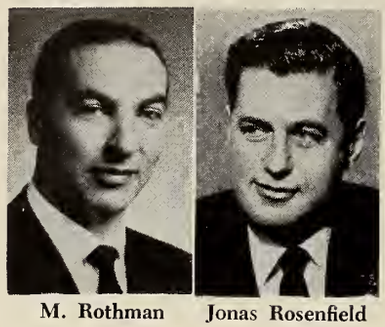
RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
WILLIAM HOLDEN
THE WORLD OF SUZIE WONG
co-starring NANCY KWAN
SYLVIA SYMS • MICHAEL WILDING
A Paramount Release in TECHNICOLOR®
ON THE GREAT STAGE "TOWN AND COUNTRY"

Col. Officials

(*Continued from page* 1)

tive vice-president of Columbia Pictures International Corp., a wholly owned subsidiary, joined Columbia in March of this year. He came to Columbia from United Artists where he had been for eight years, the last three as manager for Continental Europe and the Near East. He began his international film career in Europe at the close of World War II.

Rosenfield came to Columbia in



M. Rothman Jonas Rosenfield

1955, after having spent a number of years as advertising executive with other film companies. His first post was as executive assistant to Paul N. Lazarus, Jr., who was then vice-president in charge of advertising and publicity. In 1958, when Lazarus' activities were given broader scope, Rosenfield was named executive in charge of advertising and publicity. Earlier this year his duties were enlarged to include supervision over all of the company's publicity and advertising activities throughout the world.

Zeeman has been with the Columbia organization for 25 years and is a vice-president and treasurer of Columbia International. Recently he was given the additional duties of assisting Leo Jaffe, first vice-president and treasurer, and Louis J. Barbano, financial vice-president, in the parent company's financial activities.

Malamed joined Columbia in 1956 as an executive with Screen Gems, Inc., the television subsidiary. He moved to the parent company a year later as an assistant to Leo Jaffe.

Carlos Becerra, 46

Carlos Becerra, 46, 20th Century-Fox branch manager in Ecuador, was killed Monday in the crash of an Ecuadorian airliner. Becerra was appointed manager of the Ecuador branch this year. He joined Fox in 1937 and served in a variety of positions for the company in South America.

'Alamo' Does $32,500

John Wayne's production of "The Alamo" registered $32,500 during its second week at the Rivoli Theatre, it was announced by William J. Heineman, vice president of United Artists.

De Patie Succeeds Kahane As AMPP Vice-President

From THE DAILY Bureau

HOLLYWOOD, Nov. 9. — E. L. De Patie, Warner Brothers vice-president, has been elected vice-president of the Association of Motion Picture Producers to fill the vacancy left by the death of the late B. B. Kahane, it was announced following the AMPP board meeting here yesterday.

TV Industries Net $1,444,000 in Quarter

Special to THE DAILY

WILMINGTON, Del., Nov. 9. — Stockholders attending the annual meeting of Television Industries, Inc. here this morning were told that the unaudited figures for the third quarter which ended Sept. 30, 1960 showed a gross taxable income for the company of $5,377,000, with net income after taxes amounting to $1,444,000. Profit, computed on a consolidated basis, will equal approximately $1.40 per share, all figures comparing favorably with similar periods the preceding year.

Basil Estreich, senior vice-president of Television Industries and chairman of the meeting, also projected the earnings for the fourth quarter ending Dec. 31, as a net profit, after taxes, of $1,294,000 which is equal to about $1.58 per share. Stock currently is selling on the market at $2 a share.

Directors Elected

Stockholders elected the slate of 10 directors tendered by management, by a vote of 481,430 to 887, which included stockholders present and proxy votes. The elected directors, are: Matty Fox, president, Estreich, George Granville, Richard C. Hemingway, Walter S. Mack, Martin J. Robinson, Martin Schildkraut, Arnold C. Stream, M. Morton Siegel and William Zeckendorf.

Officers will be elected at a board of directors meeting to be held Monday in New York.

Meeting also was advised that the company's Bolshoi Ballet film is completed and ready for release. It has not yet been decided whether to distribute the film, which runs exactly two hours, theatrically or for television. It also was announced that Saul Bass, Hollywood art specialist, prepared special credits for the film.

David Cherman Dead

NEW HAVEN, Nov. 9. — David Cherman, 77, owner of the Lawrence Theatre here, and formerly owner of the local Howard Theatre, now a bowling operation, is dead following a short illness. He is survived by his wife, to whom he had been married for more than 50 years.

Ad-Pub. Grou

(*Continued from page* 1)

are at work on as many phases of t program. One is chairmaned by Jon Rosenfield, Columbia Pictures vic president, and is concerned wi newspaper censorship of film adve tising. Another, under the chairma ship of Dan Terrell of MGM is wor ing on the improvement of new papers' amusement pages, while third, headed by Jerome Pickma Paramount vice-president, is co cerned with advertising rate stru tures and related matters.

Davis, in addition to reporting pro ress made to date, will call for a planning of the program to achieve more efficient operation of the thr groups.

Davis also will report on a pr jected meeting of members of t advertising-publicity directors cor mittee with representatives of t Screen Producers Guild and Theat Owners of America to discuss criti ism of film advertising by the latt two and exchange views thereon.

Robert Ferguson of Columbia a Charles Levy of Buena Vista, who companies have furnished pictures the test of the Compo-Marcus me chandising plan in the Pittsbur area, will report on results achiev to date and prospects for the r mainder of the test. Pittsburgh e hibitors have complained of a la of suitable pictures being offered distribution which, they conten could threaten completion of the tes

The committee also will hear a r port by Richard Griffith of the M seum of Modern Art's films divisio on a planned exhibit of motion pi ture advertising posters gathere from all parts of the world.

Movielab Dividend

Movielab Film Laboratories, In has declared a second quarter d vidend of 10c a share to be paid o Nov. 1. The company became a pu licly held corporation in June of thi year. First dividend of 10c was pai on Aug. 1.

Rites for Willis Harvey

PALATKA, Fla., Nov. 9.—Funera services have been held here fo Willis Harvey, father of French Har vey, home office executive of Florid State Theatres in Jacksonville.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher, Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times a year as a section of Motion Picture Herald, Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

etroit Exhibitors ear Ad Rate Boost

Special to THE DAILY

DETROIT, Nov. 9. — Exhibitors ere, along with other regular local ewspaper advertisers, look with some epidation on the takeover this week f Hearst's Detroit Times by The etroit News, its competitor.

Already complaining about high adertising rates, exhibitors now fear ey may go higher with but one fternoon newspaper in the city. Howver, some were heartened when the orning Free Press, only other newsaper in the city, started what it alled an earlier first edition. This rst edition goes to press at 3 P.M.

Decca 9-Month Earnings Top All Full Years

Consolidated net earnings of Decca ecords, including results of operaons of its subsidiary, Universal Picures, for the nine months ended ept. 30, amounted to $4,159,772. he nine-month earnings were reorted to be greater than any full ear in the company's history.

In the corresponding period for 959, Decca reported earnings of 911,260.

Law Elected Head of Phila. M.P. Associates

Special to THE DAILY

PHILADELPHIA, Nov. 9.—David aw, Warner Bros., was elected head f the Motion Picture Associates of hiladelphia at its annual election neeting here this week. Also named vere: vice-president, Carl Reardon, Jniversal; treasurer, John Kane, Paranount; secretary, Jerry Levy, Columbia.

Elected to the board of directors vere: George Beattie, Alfred Davis, id Eckman, Joe Engel, Jack Greenberg, David Supowitz, David Titleman, Lester Wurtele, Milton Young nd Charles Zagrans.

Stanley Kositsky and Edward Adleman, by reason of their serving as president during the past two years, utomatically become members of the oard. Motion Picture Associates of Philadelphia is the charity organizaion of the local motion picture industry.

Solomon Named U.A. Trade Press Contact

Burt Solomon has been appointed United Artists trade press representative, it was announced by Roger H. Lewis, UA vice president in charge of advertising, publicity and exploitation. Solomon has been a publicity writer for UA since 1959. Prior to that time he was a member of the Fordham University public relations department.

A graduate of Fordham College, Solomon also holds a master of science degree from Syracuse University and engaged in doctoral studies at New York University.

Say TM Families Spend 80¢ a Week

The average family subscribing to the pay-television Telemeter service in Etobicoke, Ont., spends 80 cents weekly for feature film, according to a survey made by the Canadian rating firm of Elliot-Haynes, Ltd. for three days last month and published in the current issue of *Broadcasting* magazine.

Broadcasting said the survey is "believed to be the first on the Telemeter operation made public by a non-partisan rating service." It was conducted through telephone calls to 286 housewives on Oct. 17, 18 and 19.

Other vital statistics of the survey were as follows:

About two-thirds of the subscribing families use the toll-tv service at least once a week. Their average weekly expenditure is $1.22.

About 44 per cent of the Telemeter families viewed only one show in the previous week; 19 per cent, two shows, and 2.5 per cent, three shows. A substantial 34.3 per cent of the families did not see any of the Telemeter attractions during the week.

'Beauty,' 'Canyon' Popular

Most popular of 8 motion picture features available in the previous week was a double feature—Disney's "Sleeping Beauty" and "Grand Canyon."

The Elliott-Haynes estimates of the Telemeter box office were slightly lower than those turned up in a *Broadcasting* survey several months ago. At that time Telemeter subscribers checked by *Broadcasting* said they had averaged about $2 a week during the early period of Telemeter development last spring and about $1 a week last summer.

The report also said that Telemeter stands to take in about $250,000 a year if it continues its present operation. "Whether this is enough to operat at a profit is not known," it was stated, as Telemeter has never revealed any income or expense figures.

Name Weston

(*Continued from page* 1)

tive vice-president of the film organization. Weston has resigned his position as assistant advertising manager at United Artists to accept the new assignment.



Robert Weston

Prior to joining United Artists, Weston was a copywriter for Columbia Pictures, after which he became assistant account executive at Donahue and Coe Advertising Agency. The latter organization handled the Columbia account, and Weston was assigned to the servicing of it.

Wormser Goes Abroad

Irving Wormser, president of Continental Distributing, left here yesterday, for a three week European tour during which time he will check on three Continental co-productions currently in the editing stage, "The Long, The Short and The Tall," "The Mark" and "The Hands of Orlac." In the course of his trip, the Continental executive will visit London, Paris, Rome and Berlin for the purpose of acquiring American distribution rights to new product, as well as concluding negotiations for additional co-productions.

Hockey Games on TM

Television rights to all 35 away-from-home games to be played this fall by the Toronto Maple Leafs of the National Hockey League have been acquired for the Telemeter Pay-TV system in Etobicoke, West Toronto, Canada, it was announced by Leslie Winik, vice-president of International Telemeter Co.

Three Top Benefits Accrue to U.S. Industry From Maas Negotiations with Japanese Gov't.

Long and profitable negotiations with the Japanese government conducted by Irving Maas, vice-president for the Far East of the Motion Picture Export Ass'n, have gained important results in the liberalization of film trading conditions in Japan, according to Eric Johnston, president.

Three important benefits have accrued to the U. S. film industry, he said. First, the ceiling on prints previously limited to 14 imported prints per subject, or 18 per subject if made in Japan, has been raised to 25 prints. This new limit will insure an adequate supply of prints for the Japanese market.

Second, the exhibition period for all imported films in Japan has been extended from five to seven years. Third, and of utmost importance, the current monthly remittance rate of U. S. film earnings has been increased by 33 1/3 per cent. Under the new regulations, U. S. film companies will be allowed to remit 40 per cent of their gross film rentals instead of 30 per cent.

Johnston announced within the last two weeks that Maas had also negotiated a remittance deal amounting to nearly $3,000,000 from blocked Japanese accounts. From current discussions now going on with the Japanese, it appears likely that the small, rigid import quota for U. S. films, which has been in effect for many years, will be relaxed for the new film year starting in April, 1961.

PEOPLE

Dimitri Tiomkin, composer-conductor now busy on the writing of the score for Carl Foreman's "The Guns of Navarone," was guest of honor at a banquet in Athens, tendered by the Musical Societies of Greece, for his contributions to the world of music.

□

Lillian Claughton, owner of the Claughton circuit of theatres in Florida, and **Mrs. Douglas Felix** are co-chairmen of the Grand Prix de Beaute fashion show and luncheon to be held on Dec. 7 at the Deauville Hotel, Miami Beach.

□

Richard E. Putnam, manager of studio and industrial television engineering at the technical products division of General Electric in Syracuse, has been named to a fellow membership in the Society of Motion Picture and Television Engineers in recognition of his contributions and achievements in the engineering field.

□

Ed Tanney has retired from his 10-year post as head of the Paramount shipping department in Jacksonville, and will take up residence at Keystone Heights.

□

Sperie P. Perakos, general manager of Perakos Theatre Associates, New Britain, Conn., has been named entertainment chairman for the Nov. 15 luncheon of the augmented Bridgeport, Conn., United Fund.

□

Frank Plaeinos has bought back from Georgia Theatres, Atlanta, the Ritz and the Royal theatres in Gainesville, Ga., which he formerly owned.

□

Arthur R. Franklyn, for the past two years manager of the Corbin Theatre, Tarzana, Cal., has resigned to become co-owner of the Amador Theatre in Jackson, Cal.

□

James Barry has joined the 20th Century-Fox office in Albany, N. Y., as assistant booker.

Wadsworth to Speak At Pioneers Dinner

James W. Wadsworth, United States Ambassador to the United Nations, has accepted an invitation to address the Association of Motion Picture Pioneers Nov. 21 at the Waldorf Astoria. The affair will honor Embassy Pictures president, Joseph E. Levine, for his showmanship contributions to the motion picture industry.

Ambassador Wadsworth's participation in the Levine salute was announced by Simon H. Fabian, president of the Pioneers. Fabian also stated that the Ambassador would be introduced at the affair by Eric Johnston, president of the Motion Picture Association.

WHEN YOU GET ELVIS

FOR XMAS you get all the dramatic fireworks of "Broken Arrow", "Pinky", "The Defiant Ones", "Sayonara", "Love Is A Many—Splendored Thing"... and

YOU GET A BOOM AT THE BOX-OFFICE!

20TH CENTURY-FOX *presents* for the Holiday Season

ELVIS PRESLEY



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STEVE FORREST / BARBARA EDEN / DOLORES DEL RIO / JOHN McINTIRE

AS A HALF-BREED...



ELVIS singing
the song his fans will
love most—"**FLAMING STAR**"
—and 3 others!



FLAMING STAR

CINEMASCOPE
COLOR by DE LUXE

PRODUCED BY DAVID WEISBART / DIRECTED BY DON SIEGEL / SCREENPLAY BY CLAIR HUFFAKER & NUNNALLY JOHNSON

Hitch Your Theatre To Our "STAR"!



Omat Company

(*Continued from page* 1)

vention here. Officers of Omat are Lester Braunstein, president; Ted Miller, vice-president and chairman of the board; Beck, secretary-treasurer, and Schwalberg, vice-president and general sales manager.

Omat, which will absorb most of the commitments of Schwalberg's Citation Films, will go into operation immediately and will have its first release ready in January. The company has acquired the U.S. rights to a number of foreign pictures including "Never Take Candy from a Stranger," the Hammer Films' British picture for which Columbia was refused a Production Code seal, and the controversial "La Dolce Vita," which won the grand prize at the Cannes Film Festival.

Has 10 Post-'48 Films

The company also has acquired 10 post-1948 Paramount features and is preparing to release them with completely new advertising and exploitation campaigns, new trailers and new prints. Although titles were not announced Schwalberg said the pictures were action features starring, among others, Charlton Heston, James Cagney, John Payne and Jane Wyman. All the re-releases and others for which Omat is dickering will be withheld from television.

Omat's own first production, scheduled to start shooting in New York in January, will be "Brotherhood of Evil" adapted by Ben Hecht from a book on the Mafia.

Mrs. Robert J. O'Donnell, widow of the late general manager of Interstate Theatres, is joining Omat as director of exhibitor relations. Sal DiGennaro will be special assistant to Schwalberg and Ted Spiegel has been named East coast director of advertising, publicity and exploitation.

Conn. Exhibitors to Get FCC Pay TV Report

Special to THE DAILY

WOODRIDGE, Conn., Nov. 9.—Connecticut exhibitors, who were prime parties in opposition to RKO-Zenith's petition for a broadcast toll tv test before the F.C.C. last month, will receive a first-hand report on the hearings Nov. 16 at a luncheon meeting at the Country Club here.

The trustees for the Connecticut Committee Against Pay TV, Maurice H. Bailey, B. E. Hoffman and Bernard Menschell, have called the meeting to hear reports by three men who attended the full hearings—Menschell; Herman M. Levy, general counsel for Theatre Owners of America, the Connecticut Motion Picture Theatre Owners' Association, and the Committee; and Philip F. Harling, chairman of both the Joint Committee Against Toll TV and TOA's Anti-Pay-TV Committee.

The trustees declared "it is necessary that we discuss with you the moves that lie ahead in the offense against pay tv in Connecticut and elsewhere."

The hearings were held before the full F.C.C. from Oct. 24-28 inclusive. The F.C.C. is holding records of the hearing open until Nov. 15 in order to receive depositions, and then may take several months before rendering its decision. The Hartford Phonevision Co. has petitioned to conduct subscription television programming over station WHCT in Hartford.

The World of Suzie Wong

CONTINUED FROM PAGE 1

picture appears certain to continue the commercial success of the Suzie Wong parlay.

Not only are the basic elements of the original work present in this production, but there are, in addition, visual properties which were impossible to present in its predecessors. For example, the streets and harbor of Hong Kong, the picturesque and romantic British Crown Colony on the doorstep of Red China, are memorably presented in color by Technicolor, and the busy waterways that connect it with Kowloon.

The bizarre romance between the middle-aged American artist and his Oriental Lolita who, although scarcely out of her teens, already has mothered a Chinese infant, could be May-December casting that some audience segments may take exception to. However, the gamin nature of the young Miss Kwan ultimately wins over an audience, even as does Holden's maturing artist. And with Richard Quine's astute direction, the girl's helplessness and need of a protector eventually is so well established that, while a question of good sense may remain, there can be little doubt where audience sympathies will come to reside.

Holden establishes himself in a cheap hotel in Hong Kong in order to stretch out his limited funds while trying to make a living with brush and canvas. Suzie is a prostitute who works out of the hotel's bar, which is frequented mainly by sailors on shore leave. When Holden invites her to become his model, her Oriental concern for "face" impels her to offer to become his mistress as well, since she feels her associates in the brothel will downgrade her when it becomes known her physical charms were inadequate to seduce him.

Holden maintains nothing more than an artist's interest in a likely model despite her coquetry and becomingly childish make-believe ways, and soon becomes interested in Sylvia Syms, as the daughter of a resident English banker, and she in Holden. However, he comes to resent the superior attitude of their set toward the Chinese population in general, and Suzie, in particular. His interest in the young Chinese girl increases after she becomes the mistress of Michael Wilding, playboy Englishman at odds with his wife. When Wilding leaves her, Holden is ready to make her his mistress.

When his funds are exhausted, he attempts to get work through the British banker, played by Laurence Naismith, but is told his relationship with the native girl makes an association with the bank impossible. Suzie offers to return to prostitution to support them, which leads to a quarrel and the girl's disappearance. In her absence, Holden is convinced he loves her, breaks with Miss Syms and begins a hunt throughout Hong Kong for Suzie.

The rainy season has begun, and in one of the action highlights of the film, Holden and Suzie are reunited as natives are being hastily evacuated from mean lodgings on a mouuntainside that are threatened with destruction by the torrents. The two escape a cave-in and make their way to Suzie's home, there to find her infant dead. After a touching burial scene in which friends of Suzie's bring token necessities for the baby's spirit, Holden and Suzie plan their future together.

Production values are of a high order throughout, bearing testimony to a sizeable budget. Performances are uniformly good and the choice of Miss Kwan for the Suzie Wong role after France Nuyen of the motion picture "South Pacific" cast became ill and relinquished it in midproduction, was a fortunate one. She brings a naivete and youthful innocence to a role that could be cheap and unacceptable. Despite that, the basic situation and setting, as well as several needless dialogue vulgarities, make the picture unsuitable for juveniles.

The "Suzie Wong" title by now is so well known that, when bolstered by advertised cast names and restrained plot references, above average to strong patronage is indicated.

Running time, 129 minutes. Release, February, 1961.

SHERWIN KANE

Frank Bligh Dies

SALEM, Oreg., Nov. 9.—Frank Bligh, pioneer exhibitor and member of the Independent Theatre Owners of Oregon, is dead of a heart attack here. He built the Capitol and Bligh Theatres in Salem. He was 70 years old.

Loew's Circu

(*Continued from page* 1)

per cent over the 1959 fiscal ye net of $2,007,251, equal to 75 c per share. This was after deduc depreciation charges of $2,949,3 equal to $1.10 per share and U.S. Canadian income taxes of $2,445,(equal to 91 cents per share.

Laurence A. Tisch, chairman the board, expressed optimism c the prospect for continued impro ment in the company's theatre op tions as well as in its recently nounced hotel ventures.

It was Tisch's first report to stockholders since he and his brot Preston, acquired a 25 per cent st interest.

Tisch told the stockholders t their equity in the company at A 31 amounted to $62,074,451, e valent to $23.26 per share, an incre of $1.04 per share over the previ year.

Optimistie Regarding Theatres

He said the theatre operations, " principal source of our earnin showed a gain in profit over last y With the continued improvement the quality of motion pictures, th is every indication that we may l forward to further improvement."

Income for the year from thea operations and broadcasting amou ed to $40,027,337, compared w $41,951,484 in the preceding ye Operating expenses were down $32,965,797 from the previous yea $35,194,785. Earnings retained in t business at the end of the fiscal y amounted to $46,404,675, a gain about $2,800,000 over the precedi year.

The consolidated balance she shows a cash decline from $5,74 437 a year ago, to $4,173,974, and decrease in government securiti from $10,746,122 to $7,538,908. La holdings increased from $38,376,2 a year ago, to $42,747,799 at the e of the last fiscal year.

The report calls attention to t company's diversification program the hotel field and notes that "co tractual obligations for hotel constru tion in progress at Aug. 31 appro mated $8,000,000, payable within t ensuing fiscal year."

Detroit Public Still Wants Double Features

Special to THE DAILY

DETROIT, Nov. 9.—The latest e periment by downtown theatres he to play single features instead doubles has failed like all attemp before it.

Reeent efforts to offer the publi one strong feature unaeeompanied b a weak seeond bill were spurred b the sueeess of "Psyeho" on a sing policy. Other pietures, howeve failed to stand up on their own.

As one booker put it, "No matt how weak the seeond feature, th publie demands it."

ELVIS

in

HAL WALLIS'

G·I· BLUES

HITS NEW BOXOFFICE HIGH NOTE ON BROADWAY!

FIRST 5 DAYS VICTORIA ARE SOLID SMASH!

"ELVIS PRESLEY AT HIS BEST IN HIS BEST PRODUCTION TO DATE! A sumptuous production in Technicolor and a lot of attractive young people to support him, including Juliet Prowse! Elvis fans will revel!"
—WANDA HALE, *Daily News*

"ELVIS PRESLEY'S BEST PICTURE! A top-drawer production, a diverting romantic musical! MOST ENJOYABLE!"
—FRANK QUINN, *Mirror*

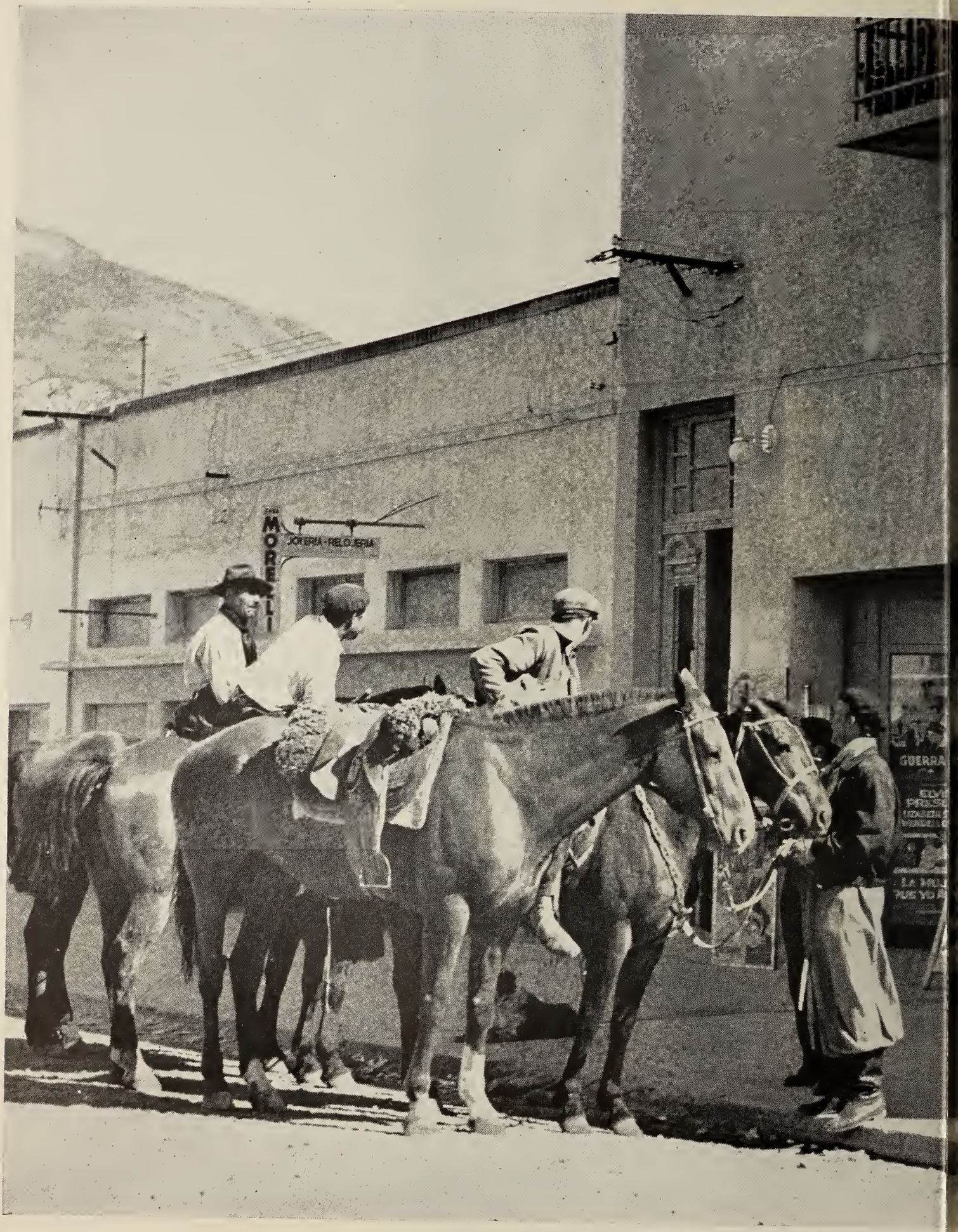
"ELVIS PRESLEY AND JULIET PROWSE SHINE!"
—ROSE PELSWICK, *Journal-American*

"ELVIS IS A WINNER! He sings, plays, fights and falls in love... His voice is good and his beat is true! He shines brightly!"
—ARCHER WINSTEN, *Post*



Chase away those boxoffice blues with G.I. BLUES!

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Everywhere in the World...because it's on film!

Yes, film is everywhere—everywhere there are people! And because it is everywhere and so many millions see it, making it right in technic is both a privilege and a responsibility. That, in brief, is the philosophy of the Eastman Technical Service for Motion Picture Film—a service highly regarded by all who call upon it.

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N.Y. Election Results Heartening to Brandt

Election results in New York City and the state, giving President-Elect Kennedy a plurality of more than 400,000 were particularly gratifying to one prominent local industry member—Harry Brandt, president of the Independent Theatre Owners Ass'n. of N. Y.

Brandt was chairman of the Democratic state campaign committee. Morton Sunshine, a member of the ITOA staff, assisted Brandt throughout the campaign.

Film Legislators Reelected in N.Y.

Special to THE DAILY

ALBANY, Nov. 9.—All the legislators who sponsored, at the 1960 session, New York State bills affecting the motion picture industry were reelected yesterday.

However, the recently-named chairman of the Joint Legislative Committee on Offensive and Obscene Material (its field of study includes motion pictures) was defeated. He is Assemblyman Harry J. Donnelly, 39, Brooklyn Republican, who lost by the narrow margin of 584 votes.

Bruce Manley Victorious

Assemblyman Bruce Manley, Chautauqua Republican, who sponsored measures to impose censorship on televised programs (with certain exceptions), and to place controls on television "polls," was returned to office.

Assemblyman Joseph R. Younglove, Johnstown Republican, co-author of a film classification act — for school children — and until last summer chairman of the Committee on Offensive and Obscene Material, whipped his democratic opponent, Mayor Donald Bellinger, of Johnstown, in the Fulton-Hamilton counties race.

Younglove, a 20-year man and a member of the powerful rules committee, indicated last Spring his intention of reintroducing the classification measure, which the industry strongly opposed. It easily passed the Assembly, but was bottled up in the Senate rules committee, until adournment.

Duffy and Conklin Win

Sen. Thomas A. Duffy, Long Island City Democrat and co-sponsor of the proposal (drafted by the joint committee), won, as did Sen. William F. Conklin and Assemblyman Luigi R. Marano, Brooklyn Republicans, who for several years had presented bills proposing a three-classifications system. They were the first to sponsor film category legislation.

The Democrats had hoped to unseat Conklin, and perhaps, Marano, too.

John J. Marchi, Richmond County Republican, introducer of an industry-supported bill reducing film licensing fees, and vice chairman of the joint committee on offensive and obscene material, prevailed Tuesday, despite strong democratic opposition.

Assemblyman Anthony P. Savarese, Jr., Kew Gardens Republican, who guided the license fees measure through the assembly, also was victorious. Gov. Nelson A. Rockefeller vetoed the measure.

The Republicans retain control of both houses. However, the Democrats gained one senator and about five assemblymen.

More Wage Bills Expected

(*Continued from page 1*)

with their fellow legislators of the same party.

The new liberal chairman of the House Labor Committee, Adam Clayton Powell (D., N. Y.) has said he will move quickly to bring up a new wage bill. In this he will no doubt be supported by Rep. James Roosevelt (D., Calif.), who sponsored this legislation last session. Roosevelt and John Dent (D., Pa.), both reelected and on the Labor Committee, endorsed continued exemption of film theatres in the last session.

The hopes held in some quarters for an investigation of the Justice Department's administration of the industry anti-trust decrees received a setback, at the very least, when Rep. Joseph Barr (D., Ind.) failed to win reelection. Another Congressman who had shown some interest in this, Earl Hogan (D., Ind.) was also defeated.

Kathryn Granahan Reelected

Rep. Kathryn W. Granahan (D., Pa.), whose subcommittee heard film industry witnesses last winter, was reelected. She will doubtless continue to take an interest in the suppression of obscenity, but her subcommittee is not expected to take any further action concerning motion pictures.

Both the chairman, Oren Harris (D., Ark.) and the ranking minority member, John Bennett (R., Mich.) of the House Commerce Committee were reelected. This virtually insures that consideration will be given to legislation looking toward regulation of broadcasting networks. Harris has indicated he may want to examine the possible need for Federal regulation of closed-circuit, or wired, television, particularly if a real possibility of using wires for pay-tv should arise. Re-allocation of television channels may also be considered.

Tax Cut Unlikely

Odds are against a tax cut in the near future. Kennedy certainly thinks the government must have enough money to do the jobs it needs to do. If the admissions tax is to be repealed, the chances are that it will come as a part of an overall tax law revision, Not as an individual measure. Sen. Jacob Javits (R., N. Y.) and Rep. John Lindsay (R., N. Y.) plan to seek an end to the admissions tax on legitimate theatres. If they are successful, it is hard to see how film theatres could be discriminated against. The industry will, of course, continue to press for complete elimination of the admissions tax, which now yields only about $35 million a year.

Though Kennedy is willing to give a hearing to the possibility of permitting artists and writers to spread their incomes over a period of years, quick action is unlikely. Before election Kennedy said he recognized a "serious inequity" there. Kennedy has endorsed more liberal depreciation policies for business property.

USIA May Be Aided

Kennedy has said he wants to "continue and expand" the international cultural exchange program, which, he believes, has been "of incalculable value to this country's relations with other nations." He favors a step-up in U. S. Information Agency activities, and his general attitude has indicated that more money probably will be made available to the agency and to the informational media guaranties program.

The Senate Commerce Committee may look into the question of pay-tv, but the changes are that Congressional interference with Federal Communications Commission action will be minimal. FCC now is expected to act on the Hartford Phonevision application by mid-December, though this is not a certainty.

President-Elect Kennedy's Father Was Prominent In Industry in 1920s; Headed FBO, Pathe, Theatres

Joseph P. Kennedy, financier and father of President-Elect John F. Kennedy, is reputed to have amassed a great deal of his current fortune during his past activity in the motion picture industry.

The elder Kennedy entered the industry in the 1920s by purchasing FBO, later selling the company to RCA, which changed the company name to RKO. Kennedy then became active in Pathe Exchange, subsequently becoming producer of the Gloria Swanson pictures for release through United Artists. Later, when Pathe sold out and merged with RKO, he retired in 1933 from motion picture activity. In 1936, he served for a brief time as special advisor to Paramount Pictures, in connection with that company's 77-B receivership and reorganization.

The senior Kennedy controlled the Maine & New Hampshire theatre circuit, which was affiliated with Paramount prior to entry of the Federal consent decree requiring the separation of exhibition from production-distribution. Reportedly, he continues to hold properties once a part of that circuit.

Rep. Barr, Allied Contact In Capital, Defeated

Special to THE DAILY

INDIANAPOLIS, Nov. 9. — Joseph Barr (Dem.), who was a lative contact in Washington in cent years for Allied States and lied Theatre Owners of Indiana, defeated for reelection by his publican rival in yesterday's elec

At the behest of Trueman busch, Allied board member Franklin, Ind., Rep. Barr on se occasions had unsuccessfully tempted to assist Allied's so-c "white paper" hearing with va Congressional committees. How the Allied board at its meetin Chicago this week took no actio the "white paper" campaign, ind ing that it is dormant now as organization issue.

A.A. Stockholders To Of First Quarter Profi

From THE DAILY Bureau

HOLLYWOOD, Nov. 9.—The nual meeting of stockholders of Al Artists Pictures Corp. was held to at the studio and was presided o by Steve Broidy, president.

Broidy announced that operati of Allied Artists and its wholly ow subsidiaries for the first quarter the present fiscal year (the qua ended Oct. 1, 1960) resulted in a profit before Federal income taxes $281,380. This amount compares w a net profit before Federal inco taxes of $652,000 for the corresp ing quarter of the previous year.

Directors Reelected

At the meeting the following dir tors were reelected for the com year: Broidy, George D. Burro Sherrill Corwin, Roger Hurlock, Ray Johnston, Edward Morey, P Porzelt, Herman Rifkin and Nort V. Ritchey.

For the current quarter ending O 1, a remaining tax credit, due to carry-forward of prior year losses, duced the provision for Federal come taxes to only $9,000. No provision was required in the previo year. This resulted in a final net pro after taxes for the current quarter $277,380 compared with $652,600 the corresponding quarter of the pr vious year.

Gross income in the quarter end Oct. 1, amounted to $4,244,000 compared with $5,241,000 shown corresponding quarter in 1959.

Board Session Held

Following the stockholders mee ing, a meeting of the board of dire tors was held at which all the prese officers were reelected, and Milt Segal was elected an assistant secr tary.

Directors also authorized payme of the Dec. 15, 1960, quarterly div dend of 13¾ cents per share on t company's 5½ per cent cumulati convertible preferred stock. Payme will be made to stockholders of re ord on Dec. 2, 1960.

llied Meeting

(Continued from page 1)

liate steps to correct this mono-stic and discriminatory trade prac-"

he resolution on the Code cited "alarming increase in the number notion pictures stressing sex, mur- and violence, accompanied by ctionable and violent advertising erial" and declared that "a ma-ty of exhibitors and respected mmunity leaders do not wish to be ociated with the morally objection-e presentations."

)ther resolutions urged Columbia tures and National Screen Service settle their differences so that ere will be only one charge to ibitors" for trailers on Columbia duct; praised Compo and its tri-virate for their efforts on behalf the industry, and recommended t exhibitors give their support to tion Picture Investors, Inc., and to reissues to be released under its spices so as to encourage this bar sales of films to tv.

Roadshow Is Dominant Note

The protest against the number of dshow attractions and the disturb-ce they bring to established distri-tion patterns, and charges that the jor companies are conspiring to minate the small independent the-es dominated all sessions of the nvention.

A second resolution in this same ea recommended that the Academy Motion Picture Arts and Sciences urged to revise its rules so as to tablish a separate division of major vards for those productions not in neral release.

White Paper Move Protested

The board's decision to abandon e White Paper campaign taken at e directors' meeting last weekend, rought some protests from the floor a business session this morning. he session originally was billed as a usiness-building session at which enry Martin and Glenn Norris, gen-al sales managers of Universal and 0th Century-Fox, were scheduled to eak.

Sig Goldberg of Wausau, Wis., rged that the White Paper campaign e reinstated, but both Irving Dol-nger, who was presiding, and Ben larcus, chairman of the board, ointed out that the key to current roblems is the shortage of product nd the consequent sellers' market. Dollinger added that in his opinion he shortage was being "artificially reated."

Data on Terms Sought

Other protests from the floor de-nanded that the Allied leaders and nembers cooperate by exchanging in-formation on the terms on which they buy pictures.

The revolt was quieted when Mar-us and Wilbur Snaper pointed out hat the gist of the small exhibitor's problem lay in the fact of the "arti-ficially created" sellers market, and hat Allied's efforts should be directed toward exerting pressure on film com-pany sales managers to examine and consider the loss of revenue engen-dered by present sales policies and their failure to exploit the full poten-tial of every picture in every market.

Snaper pointed out that the effec-tiveness of the Allied caravan of some years ago had been dissipated by changes in the distribution pattern, particularly the holding up of the general release of major product.

The morning session began with a presentation of the Donnelly coopera-tive coupon mailing plan for a na-tional contest on Academy Award winners. As explained to Allied mem-bers by I. M. Van Gelder, account erecutive for the direct mail division of the Reuben H. Donnelly Corp., the plan offers exhibitors an opportunity to include a two-for-one coupon for their local theatre in a mailing which Donnelly will send to every family in their market.

Money Prizes Offered

The contest, tied-in with national food and other advertisers, offers money prizes for the person guessing correctly the award winners. Contest entries would be deposited in a lobby display supplied to theatres by Don-nelly.

Margaret G. Twyman, director of the MPAA community relations de-partment also addressed the conven-tion, presenting a program for devel-oping better relations between exhibi-tors and local community organiza-tions. She commented on some of the changes in today's market, saying, "Our industry has tried to make the transition from being a 'family enter-tainment' business to being a diversi-fied entertainment business . . . with-out bringing the public along with us. In my opinion, we have fallen short in our efforts to educate the public that today they must select films . . . just as they have long since learned to select books."

S. J. Papas Is Reelected As President of NAC

From THE DAILY Bureau

CHICAGO, Nov. 9. — S. J. Papas of Alliance Amusement Co., was re-elected president of the National As-sociation of Concessionaires at the final business meeting of that group at the National Allied convention here today. Other officers elected are: ex-ecutive vice-president A. J. Schmitt, Houston Popcorn & Supply; first vice-president, Edwin Pete Gage, Walter Reade Theatres; second vice-president, Harold F. Chesler, Salt Lake City concessionaire, and treas-urer, Mel Wintman, Smith Manage-ment Co.

Gage urged a continuation of NAC's campaign, begun last year, to bring concession operators outside the theatre field into the association.

At an NAC workshop held this afternoon "cost control and yields" and incentives for manpower were the principal topics. Chesler was mod-erator of the discussions assisted by a panel including Papas, Gage, Bert Nathan, Bert Nathan Enterprises; Schmitt, Jack O'Brien, New England Theatres, and Arlie Beery, Manly, Inc.

Rackmil Urges

(Continued from page 1)

to receive the Allied citation which is based on a poll of its membership. Rackmil was praised for his "out-standing management contributions and excellent production achieve-ments" in the past year.

In his acceptance speech Rackmil reviewed the changes Universal made in its production policy and method of operation and said these had enabled the company "to adjust itself deci-sively and quickly to any new trend within the motion picture industry." The company is now in the strongest financial position in its history, he added.

The company head then described Universal policy on three matters— roadshows, pay-television, and post-1948 film sales.

'Cautious' on Roadshows

On the first he said that while there is a place for the roadshow film it "must represent something partic-ularly special, or there is no reason under any condition to place a pic-ture on such a policy." He said Uni-versal intends to be "cautious" in determining which pictures to send out on a reserved-seat basis, and, out-side of "Spartacus," has no present plans for others.

On the other two subjects, he said "we have no plans for pay-tv or dis-posing of our post-1948's for televi-sion." He said the company has not been asked to participate in the Hart-ford, Conn., experiment "because our position is quite clear."

Tony Curtis was presented an award as Actor of the Year; Shirley MacLaine, Actress of the Year; Billy Wilder, Director of the Year and Ben Marcus, Showman of the Year.

Curtis accepted the awards for Miss MacLaine and for Wilder. Other guests on the dais included Maureen O'Hara and Ina Balin.

TESMA Would Continue Research Council Work

From THE DAILY Bureau

CHICAGO, Nov. 9. — Progress on studies aimed at continuing the stand-ardization work of the new defunct Motion Picture Research Council was reported by Lawrence W. Davee of Century Projector Corp. and president of Theatre Equipment and Supply Manufacturers Association at a pro-jection panel conducted this afternoon at the National Allied convention here.

On the panel with Davee were Ar-thur J. Hatch, Jr. of Strong Electric; Leonard Satz, Technikote Corp.; J. W. Cosby, National Carbon Co.; Hugh McLachlan, Y. & W. Circuit; D. H. Peterson, Bausch & Lomb, Inc. and H. B. Tollette, Marcus Theatre Management.

Davee said TESMA had appointed a committee, headed by Hatch, to bring in recommendations for a pro-gram to correlate standards so that a complete theatre system could be built from the products of American manufacturers.

Allied Board Action on Bicks' Letter Doubted

Special to THE DAILY

CHICAGO, Nov. 9. — Indications are the Allied States board will take no action on the reply received by Allied Theatre Owners of New Jer-sey from Assistant U.S. Attorney Gen-eral Robert Bicks to the exhibitor or-ganization's letter bringing 12 trade practice complaints to the attention of the Justice Department.

Allied officials here said it was un-clear what action could be taken in-asmuch as Bicks' reply simply restated Justice's viewpoints which have been made plain on earlier occasions, that is, that none of the alleged distributor practices is illegal if they are adopted unilaterally.

Fabian View

(Continued from page 1)

an effort to find solutions to exhibi-tion's most pressing problems, Fabian said the discussions were "friendly, but our agenda remained just what it was when we started. There was no meeting of the minds. It is no exag-geration to say that the differences between us were total."

"It is well to recognize," Fabian continued, "that distribution does not share our faith in the future of motion picture exhibition in theatres. They have been bewitched by the fantastic dreams of the toll tv propagandists who see tremendous pots of gold waiting in millions of slot machines in living rooms around the nation."

Coast Strike Hurt

The ACE chairman said that un-able to make progress on other prob-lems in the meetings with company presidents, the exhibitor representa-tives tried to obtain commitments for increases in production and releases by the large companies but "whatever possibilities there were of positive ac-tion, were killed by last spring's Hol-lywood strikes."

He said that at least the conferences demonstrated to exhibitors that the theatres' major problems all are re-lated to the product shortage and their solution could be found only in exhibitor-sponsored production.

This brought about the formation of ACE Productions, now in process of final financial organization. Fabian promised the Allied convention that it "will be a substantial operation."

Awaiting S.E.C. Approval

When the plan for financing and operation of ACE Productions has been completed and approved by cur-rent subscribers and approved by the Securities and Exchange Commission, the books will be opened for sub-scriptions of any size from every ex-hibitor who wishes to participate, Fabian said.

While this is ACE's major project, the organization has "no intention of sidetracking" its search for solutions to other problems of exhibition, he told the convention.

COLUMBIA'S

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WRITES A BLAZING SUCCESS STORY ACROSS THE NATION!

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Palm State, DETROIT..."Huge"...

Orpheum, BOSTON..."Tremendous"...

Warner, MILWAUKEE..."Smash"

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... Palace, CLEVELAND
... St. Francis, SAN FRANCISCO
... Stanton, PHILADELPHIA
... Gopher, MINNEAPOLIS
... Century, BUFFALO
... Palace, ALBANY
... Will Rogers, OKLAHOMA CITY
... Rochester, ROCHESTER
... State, SYRACUSE
... Orpheum, NEW ORLEANS
... Denver, DENVER
... Des Moines, DES MOINES
... Palace, DALLAS
... Trans Lux, WASHINGTON
... Metropolitan, HOUSTON
... 5 Points, JACKSONVILLE
... Center, CHARLOTTE
... Midland, KANSAS CITY
... Lyric & Hyland D/I,
SALT LAKE CITY
... Coliseum, SEATTLE
... College, NEW HAVEN
... Mid-City, ST. LOUIS
... J. P. Harris, PITTSBURGH
... and many, many more!



starring
BURL IVES · SHELLEY WINTERS
1959 Academy Award Winner
RICARDO MONTALBAN

Screenplay by
ROBERT PRESNELL, Jr.
Based on the novel by
WILLARD MOTLEY

JAMES DARREN · JEAN SEBERG
and ELLA FITZGERALD

Produced by BORIS D. KAPLAN
Directed by PHILIP LEACOCK
A BORIS D. KAPLAN
PRODUCTIONS PICTURE

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 88, NO. 92 NEW YORK, U.S.A., MONDAY, NOVEMBER 14, 1960 TEN CENTS

lated Nov. 23

MPAA to Meet TOA, SPG on Ad-Publicity

Will Discuss Criticism Of Film Advertising

An exploratory meeting has been entatively set here for Nov. 23 by he advertising-publicity directors ommittee of the Motion Picture Ass'n. with representatives of the Screen Producers Guild and Theatre Owners of America to discuss criticism of film advertising by the latter wo and exchange views on the subect.

Martin Davis, ad-pub committee chairman, will attend for his group and Albert Pickus, TOA president, for his. Which member of the SPG will attend has not been set.

In this first meeting the executives will seek to determine whether an agenda can be worked out. They will also attempt to decide on a time and place for the proposed symposium.

Announcement of the date for the

(*Continued on page* 5)

Mayer Sees Advances In Taste of Public

Special to THE DAILY

HANOVER, N.H., Nov. 13.—While current films, books and plays are no "artistic masterpieces" they represent a "substantial improvement over the popular favorites of 30 years ago," Arthur Mayer will say in a speech at Dartmouth College here tomorrow. Mayer will deliver the annual Marc

(*Continued on page* 6)

Morrison Is Warner Detroit Branch Head

Harold J. Morrison has been named branch manager of the Detroit office of Warner Bros. Pictures, it was announced here by Charles Boasberg, general sales manager.

Morrison has been with the company for five years with a total of 25 years experience in office operation, including sales and merchandising.

TELEVISION TODAY—page 4

Report Oct. Theatre Attendance Up 5%; Credit Drive-Ins For 1st Rise Since April

Special to THE DAILY

NORWOOD, Pa., Nov. 13.—During October, for the first time since April, total monthly attendance at motion picture theatres showed an increase over the comparable month of 1959, Sindlinger & Company, market analysts report. Film attendance during October, 1960, ran 5 per cent above October, 1959, due to warm weather and increased drive-in attendance during the month, the report said.

Attendance at four-wall theatres in October was down 7.1 per cent, whereas, drive-in attendance rose 13.2 per cent above 1959.

According to geographic distribution, drive-in attendance showed a marked improvement in the East (+64.1%), South (+23.5%), and West (+32.4%), but was down in the Midwest (–27.7%). Attendance at four-wall theatres was up only in the South (+2.8%).

Loew's Theatres Annual Meet Set for Dec. 8

Reelection of 15 directors of Loew's Theatres and consideration of a proposal for the adoption of cumulative voting for directors are on the agenda for the annual stockholders meeting Dec. 8 in Loew's State Theatre here.

Directors proposed for reelection are George T. Baker, Charles B. Benenson, James Bruce, Thomas J. Connellan, Leopold Friedman, Arnold M. Grant, Lewis Gruber, Herbert A. Hoffman, John F. Murphy, Thomas L. Norton, Eugene Picker, Simon H. Rifkind, Laurence A. Tisch, Preston R. Tisch, and Jay Wells.

The report notes that Tisch Hotels

(*Continued on page* 6)

MGM Branch Managers In Pittsburgh, Atlanta

Max Shabason has been promoted to Pittsburgh branch manager of MGM, it was announced at the weekend by Robert Mochrie, general sales manager. At the same time he confirmed the appointment of Woodrow Wilson Sherrill as Atlanta branch manager, reported in MOTION PICTURE DAILY on Nov. 7.

A salesman in Chicago prior to his new appointment, Sherrill has been with the company for 21 years. He has also been a salesman in Kansas City. Shabason moved up to his new post after 10 years as assistant branch manager in Pittsburgh. He originally joined the company in 1928, serving in Pittsburgh continuously.

No Theatre in Utah Community, So Citizens Pitch in and Build One

Special to THE DAILY

TREMONTON, Utah, Nov. 13.—When the residents of this small northern Utah community found themselves without a motion picture theatre, and no prospects of one being built, they pitched in and did it themselves.

The community-owned NuVu Theatre is scheduled to open officially this month but it had an unofficial premiere on Halloween for children and adults.

The old theatre that served the residents of Tremonton burned down a few years ago. The community found itself without a theatre and no private investor ready to come forward to build or finance a new one. Rather than see Tremonton go without a movie house, they decided to underwrite the venture themselves. The Box Elder (for the county in which Tremonton is located) Development Corp. was the result. Officials report that nearly 300 persons, including youngsters, have bought stock in the company.

Leo Oyler, a Tremonton contractor, has supervised basic construction of the nearly-completed, half-block long structure. The new theatre will seat 460 and refreshment facilities and other equipment was recently installed. They expect the new theatre will pay for itself in five years.

John Newton, who has managed houses in Florida and California has been named manager.

Financial Report

Para. Earnings For 9 Months $6,137,000

Third Quarter Results Show Gain: $2,405,000

Paramount Pictures at the weekend reported consolidated earnings for the first nine months of 1960 estimated at $6,137,000. This includes special income of $3,018,000, representing principally installments on sale of the pre-1948 film library.

Comparative earnings for the same period in 1959 are: total earnings of $6,609,000, including special income of $2,965,000, representing principally profit arising from the January 1959 sale of investment in Metropolitan Broadcasting Corp.

Consolidated earnings for the third quarter of 1960 were $2,405,000, including special income of $1,063,000, representing installments on sale of

(*Continued on page* 6)

Quigley Hailed in London by Industry

By PETER BURNUP

LONDON, Nov. 13. — Martin Quigley was praised for his "contributions to the motion picture industry's well-being and good conduct" at a luncheon attended here late last week by leaders of all branches of the industry.

The tribute came from Sir Philip Warter, chairman of Associated British Picture Corp., the entire board

(*Continued on page* 2)

Priest Asks Catholics for More Film Study Clubs

Special to THE DAILY

ALBANY, N.Y., Nov. 13. — Formation of more Catholic film study clubs, and the inclusion in the movement of persons "on the adult level," are two ways in which the Catholic church and Catholics as individuals can give greater support to the production and exhibitions of films "Mor-

(*Continued on page* 5)

PERSONAL MENTION

SAMUEL GOLDWYN, JR. arrives in New York today from Hollywood for conferences covering acquisition of new properties and future production plans in both motion pictures and tv for his Formosa Productions Co.

•

JEAN GOLDWURM, president of Times Film Corp. and MRS. GOLDWURM have returned here aboard the "Rotterdam" from a four-month vacation and business trip to Europe.

•

F. J. A. MCCARTHY, Universal Pictures assistant general sales manager, will leave here today for St. Petersburg on business.

•

JOSEPH L. MANKIEWICZ left here at the weekend for Alexandria, Egypt.

•

JESSE CHINICH, Buena Vista western division manager, left here at the weekend for Los Angeles on business.

•

JAMES A. MULVEY, president of Beavier-Champion Attractions, Inc., and DAVID GRIESDORF, vice president, left here for Italy, France and England over the weekend. They will return in three weeks.

•

EDWARD MOREY and NORTON V. RITCHEY, Allied Artists vice presidents, have returned here from Hollywood. Two other AA directors also left Hollywood at the weekend—HERMAN RIFKIN, for a week's vacation in Palm Springs; and ROGER HURLOCK for his home in Juneau, Alaska.

•

B. GERALD CANTOR, president of National Theatres & Television, left Hollywood yesterday for Copenhagen for business conferences in key European cities. He will be joined by SAMUEL NORTON, president of Cinemiracle Pictures Corp., NT&T subsidiary.



Quigley Is Hailed in London

(Continued from page 1)

of which hosted the affair. Mrs. Quigley also attended.

In a crowded week here Quigley also had talks with managing directors of the leading American companies and a long discussion with John Trevelyan, secretary of the British Board of Film Censors. Trevelyan has just returned from America where he met with producers on the trend toward sex and violence in pictures.

Quigley and Trevelyan also talked of this trend, and the latter paid tribute to the publisher's "crusade to sustain decency in pictures by adherence to the Production Code."

Praises Censor Board

Quigley later emphasized his profound respect for the endeavors of the British censor board in that regard.

Quigley concluded his week of activities here by having informal discussions with John Terry, managing director of the government's National Film Finance Corp., on the need for a more vigorous approach by British producers towards selling and publicizing their films in the product-starved and lucrative American Market.

Talks with NSS Official

He also met with Edwin J. Smith, newly appointed managing director of National Screen Service here.

Quigley was entertained at luncheon by the London managers of the member companies of the Motion Picture Association of America. MGM's Charles Goldsmith acted as chairman. James E. Perkins, president of Paramount International, who is visiting here, also was in attendance.

Earlier in the week the Quigley Publications London office was host at a reception in Quigley's honor at the Dorchester Hotel. This was attended by national newspaper editors and leading Catholic dignitaries concerned with motion picture affairs. Also present were Anna Neagle and Herbert Wilcox.

Gevaert Managers Back From Antwerp Meeting

Fifteen American managers of The Gevaert Company of America, Inc. participated in the first sales meeting to be held at the company's factories near Antwerp, Belgium.

At the meeting, performances of the past, present and future were discussed. The desirability and potential of new products in the line were evaluated, and suggestions for revised products and packaging were on the agenda.

Participating in the discussions from America were Rene Aerts, executive vice-president and general manager of The Gevaert Company of America; Albert Coenen, secretary and assistant general manager; Carl Abele, graphic arts products sales manager; Elias Drexler, professional motion picture films sales manager; Joseph Rigan, general products sales manager; and Don Storing, industrial products sales manager and advertising manager.

Nine from U.S.

Also from the U.S. were Leo Baels, manager of the technical department general photo products; Chris Thiers, manager technical department cine film products; Joseph Berounsky, Chicago district sales manager; Fred Schaetzing, field sales manager of Chicago; George Alexander, Los Angeles district sales manager; Jack Gilbert, Dallas district sales manager; Claude Maillard, Denver district sales manager; Forrest Cole, representing the Atlanta district, and Kent Rooks, San Francisco sales manager.

George Allen Leaving Post as Head of USIA

From THE DAILY Bureau

WASHINGTON, Nov. 13. — The resignation of George V. Allen as director of the U. S. Information Agency was accepted at the weekend by President Eisenhower at his temporary White House in Augusta, Ga.

Allen, in announcing his resignation, disclosed that he has accepted the post of director of the Tobacco Institute, Inc.

Stevens Signed for 1st Arlington Production

From THE DAILY Bureau

HOLLYWOOD, Nov. 13—William D. Coates, president of Arlington Productions, Inc., has signed Mark Stevens on a two-way pact as Director and co-star with George Raft of his company's first production, which goes before the cameras in New York City on Nov. 23, for Universal release. Stevens, currently living in Majorca, Spain, flies to New York Monday for pre-production preparation.

Coates Producer

Coates will produce, with Igo Kantor serving as associate producer. The picture is the first of Arlington's recently-announced slate of eight productions within the next two years. Four of the features will be made on a co-production deal with Producciones Bueno of Mexico City under financing arrangements completed by Coates during his visit here earlier this month.

Maryland Exhibitors To Fight Tax Hike

Special to THE DAILY

BALTIMORE, Nov. 9. — Maryla Theatre Owners Ass'n. gathered special session here last week to fo plans for prompt and sharp opp tion to a board of estimate propo to increase Baltimore city's amu ment tax to five per cent. The pres rate is ½ of 1 per cent.

The Association is unalterably posed to any legislation being c sidered by the board of estim which would boost theatre admiss taxes. Allied Motion Picture Thea Owners of Maryland is in accord protest the proposed increase.

MTAO's president John G. Br mas presided at the meeting.

Legion Condemns 'Port Puts Three in Class B

The National Legion of Decen rated three films in Class B—mora objectionable in part for all—and c demned the French film, "Port Desire," this week.

The Legion objection to "Port" w as follows: "The negative eleme of this film (suicide, perversion, adu ery, exhibitionism) are seriously fensive to traditional standards morality and decency."

In Class B are Columbia's "An Baby" (This superficial expose "false revivalism" contributes nothi to the cause of free religion and its treatment resorts to high sensational sequences; Universa "Shakedown" (excessive brutality; t detailed method of crime; suggesti situations); and United Artists' "Vi Raid" (suggestive costuming, danci and situations; tends to glamorize immoral character).

In Class A, Section 1 is Columbi "Hand in Hand"; Class A, Section I UA's "Counterplot"; and Class Section III, 20th-Fox's "North Alaska."

Code Seal Denial to Canada Film Appealed

Beaver Productions has formally r quested a hearing to appeal a rulin of the Code Production Administr tion denying a seal to its Canadia film, "The Bloody Brood." The seal reported to have been denied becaus of excessive violence in the pictur

N. A. Taylor, producer of the film said previously that he had a de with Allied Artists to distribut "Bloody Brood" in the U.S., making the first Canadian picture to hav such a distribution. Taylor has take the position that the cuts demande by PCA are "unreasonable" an points out the film was passed b Canadian censors.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

N.Y. School Unit Hits Film Ads

Special to THE DAILY

ALBANY, N. Y., Nov. 13. — The outheastern District Board of the ew York Congress of Parents and eachers, has gone on record "as oposing the type of advertising, as well s the moral quality of the type of lms shown to the general public and specially to today's youth and teengers."

The board, representing 94 units in vc Southern Tier counties, also "reolved to make every effort to comunicate this resolution to radio, ress, distributors, theatre owners and anagers, as well as television sponors and producers."

Education Department Informed

Word of this action — by a group egional representing 30,000 parents nd teachers — has been received inormally by the State Education Department in Albany.

The resolution, which received conderable publicity in Binghamton nd, presumably, other leading comnunities of the five county district, was the second of its general nature adopted by the regional PTA this year. Last spring, the board likewise approved a resolution protesting "the urid advertising for movies," according to Mrs. Charles Cheney, of Endicott (near Binghamton), southeastern district director.

Called Worse Than the Film

"In a great many instances the advertising is worse than the movie itself," Mrs. Cheney was quoted as stating. "Some of the films shouldn't be in the reach of children," she added.

The subject of "lurid" motion picture advertising comes up "almost invariably, during district PTA meetings," according to Mrs. Cheney.

Carbery Appointed

James Carbery, veteran of over 20 years in the industry, has been named division manager for the Walter Reade Theatres in Monmouth County, it was announced by Walter Reade, Jr., circuit president. Carbery replaces John Balme who recently became assistant to the general manager of the Reade circuit.

Carter Heads Campaign

HOLLYWOOD, Nov. 13 — Victor Carter, head of Republic Pictures and a civic leader, was named general chairman of the 1961 United Jewish Welfare fund campaign, it is announced by Steve Broidy, president of the Jewish Federation Council of Greater Los Angeles.

'Baby' to Columbia

Columbia Pictures has acquired the world-wide distribution rights to "Angel Baby," a Madera Production starring George Hamilton and Mercedes McCambridge. Columbia is set to release it in early spring.

TENT TALK

Variety Club News

BALTIMORE — Tent No. 19, holding its annual election, voted Bernard Seaman as the new chief barker. Other officers named are: Skelly Garfink and William Howard, assistant chief barkers; Arthur Watson, dough guy, and Mel Sachs, property master. A new board of directors includes William Schnader, Samuel Schecker, Al Landy, Harvey Jerome, Ralph Klotzbaugh and Hy Boyar, with Daniel Sattler as delegate.

△

JACKSONVILLE — Tent No. 44 has returned its charter to Variety International. A number of the former members of the tent have formed the Motion Picture Club of Jacksonville and are currently sponsoring the Cetlin & Wilson midway attractions at the Jacksonville Fair.

△

TORONTO — Tent No. 28 has unanimously elected as chief barker Phil Stone, vice-president of radio station CHUM. Frank H. Stream and Lionel Lester were elected assistants, Chester Friedman property master and J. C. "Doc" Egan dough guy.

△

PITTSBURGH — Louis Hanna, chief barker of Tent No. 1, will be honored at the annual Variety Club banquet to be held on Nov. 27 at the Penn-Sheraton Hotel.

△

WASHINGTON, Tent No. 11 has elected as its board of governors for 1961: chief barker, Edward D. Talbert, Sr.; first assistant chief barker, Felix Grant; second assistant chief barker, Joseph M. Zamoiski; property master, Ross Wheeler, and Dough Guy, Sam Galanty.

File Suit Over Score Of Embassy's 'Hot Wind'

An action seeking an injunction and $100,000 damages for alleged use of altered music scores for "Where the Hot Wind Blows" has been filed in New York Supreme Court against Embassy Pictures and Levine-Mc Hugh Music International by Rayven Music Co. and Mondia Music Co.

Justice Owen McGivern on Friday denied plaintiffs' motion for a temporary injunction to restrain the defendants from distributing and publishing the music scores. The plaintiffs allege that under the contract with the original owners of the musical themes for the picture, the defendants were prohibited from altering any of the scores. They charge that after Embassy obtained American and Canadian distribution rights to the picture from Cite Films, and was assigned the rights to use the music, the score was altered.

'Gulliver' Parties

As part of the promotion campaign being conducted by Columbia Pictures for "The 3 Worlds of Gulliver" special "Christmas in November" parties will be held in Chicago, Boston, Washington, San Francisco, Pittsburgh, New York, and Los Angeles. Invited to the parties, which will include a screening of the film, will be leading representatives, radio and tv broadcasters and top opinion-makers in each local situation. In all cases, adults must be accompanied by a child.

Plug Bergman Book

Simon and Shuster and Janus Films are scheduling an extensive cross-promotion to publicize the new book, "The Four Screenplays of Ingmar Bergman" in conjunction with the American premiere of Bergman's new film, "The Virgin Spring." Publication of the book is simultaneous with the opening of the film at the Beekman Theatre here tomorrow.

PEOPLE

Robert M. Sternberg, official of New England Theatres and president of Allied Theatres of New England, has been honored by Jewish Memorial Hospital, Boston, which has dedicated its membership drive of this year to Sternberg in recognition of his volunteer work in behalf of the hospital during the past 10 years as production chairman of the annual Celebrities Night Show.

□

Laurence A. Tisch, chairman of the board of Loew's Theatres, has been named a member of the board of directors of Sterling National Bank and Trust Co.

□

Mrs. Cynthia Koek, chairman of the Board of Censors, Singapore, has left the government service.

□

Bob Moseow, operator of the Central and Rialto theatres, Atlanta, is participating in the Marist College alumni drive to finance a new campus for the institution.

□

Karl Krug, former film critic of the now-defunct *Pittsburgh Sun-Telegraph,* is now being seen and heard as a film reviewer twice a week on Channel 11 there.

□

Al Sherman has resigned as publicity manager and producer's representative for Vanguard Productions. He will announce his future plans following a short rest.

□

Lex Benton, president of Benton Bros. Film Express, Atlanta, has been elected commodore of the Allatoona Yacht Club.

□

Howard Markel is the new motion picture reviewer and critic for the Jacksonville Journal.

Enrolls in TOA

Bernard Menschell of Manchester, Conn., has enrolled his Pike Drive-In of Newington, and his Manchester Drive-In of Bolton in Theatre Owners of America. Menschell is one of the three trustees for the Connecticut Committee Against Pay TV, and was a respondent in the recent F.C.C. hearings opposing the application of Hartford Phonevision to test broadcast pay tv. Both Menschell's theatres are within the Hartford television reception area.

UA Films to Brooklyn

"Studs Lonigan" and "The Night Fighters," the latter starring Robert Mitchum, will have their New York premieres at Loew's Metropolitan Theatre in Brooklyn on Wednesday, Nov. 23. Both pictures are United Artists releases.

ACE Is Two Years Old Today; Original Objectives In Abeyance While Its Production Co. Is Started

The American Congress of Exhibitors is two years old today. First steps for its organization were taken at a meeting of representatives of exhibition from all parts of the U.S. at a meeting in the 20th Century-Fox home office projection room on Nov. 14, 1958. Spyros Skouras, 20th-Fox president, had suggested the formation of a united exhibitor front to tackle the theatre owners most urgent problems.

S. H. Fabian, ACE's first and only chairman, reported to the Allied States annual convention in Chicago last week that while ACE admits failure in the area of its negotiations with production-distribution company presidents on trade practice problems and in endeavoring to persuade them to increase their production and release schedules, it expects to bring its own production company into being in the near future.

ACE has concentrated on this project over the past year, Fabian said, because it realized that most of exhibition's problems today stem from an inadequate film supply. Correcting that, he said, will relieve the pressure in many other directions.

He also assured Allied that ACE has not abandoned other objectives on its permanent program, but will return to these when the new production company has been organized.

Desilu Stock Deals Pace SEC Activity

From THE DAILY Bureau

WASHINGTON, Nov. 13.—Sizable private transactions in Desilu Productions, Inc., stand out in the Securities and Exchange Commission summary of "insider" transactions for the period from Sept. 11 to Oct. 10, 1960. Martin N. Leeds, an officer and director, disposed of 35,000 common shares in September. Dezi Arnaz and Lucille Ball Arnaz, each also an officer and director, acquired 17,500 shares each. Leeds retains 100 shares, plus 1,200 in trusts for his sons.

George D. Burrows, an officer and director of Allied Artists Pictures, disposed of 1,000 shares in September, retaining 43,787. Roger W. Hurlock, a director, acquired 300, bringing his total to 20,200. Sam Wolf, an officer, disposed of 2,000, leaving him with 23,550. In August, Albert Zugsmith, beneficial owner of more than 10 per cent of the common, acquired 4,600, bringing his holdings to 170,900.

Robin International a Buyer

Robin International, Inc., a corporation listed under the name of Nicolas Reisini, an officer and director of Cinerama, Inc., acquired 16,300 shares of common in September. Its holdings now total 396,360 shares. Reisini, himself, is listed as having no Cinerama common.

M. B. Silberberg, a director of Columbia Pictures Corp., disposed of 583 shares of common in September, retaining 601. Fico Corp., listed under his name, holds 117,763 shares.

Martin Ransohoff, an officer and director of Filmways, Inc., disposed of 4,700 shares of common in September, keeping 108,367. Ferdinand Raphael, an officer, disposed of his entire holdings of 150 shares. Al Simon, a director, acquired 500 shares, bringing him up to 4,030.

CBS 9-Month Earnings At $15,496,000

Consolidated net income of Columbia Broadcasting System for the first nine months of 1960 was $15,496,000 compared with $17,497,000 earned in the first nine months of 1959, it was announced last week by William S. Paley, chairman of the board, and Dr. Frank Stanton, president.

Net sales for the first nine months of 1960 totaled $336,582,000 compared with $318,291,000 for the corresponding period last year. Current earnings are equivalent to $1.85 per share, compared with $2.09 per share (adjusted for stock dividend) for the first nine months of 1959.

At its meeting, the board declared a cash dividend of 35 cents per share on its common stock, payable December 9, 1960 to stockholders of record November 25.

The board also declared a stock dividend of 3 per cent. No fractional shares will be issued in connection with the stock dividend. Instead, stockholders will receive nontransferable Order Forms for their interest in fractional shares. The stock dividend will be paid December 19, 1960, or as soon thereafter as is practicable, to stockholders of record at the close of business on November 25, 1960.

Clarence H. Hopper, recently appointed president of the CBS Electronics Division, was elected to the board of directors at the same meeting.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

THE tumult and the shouting dies, the captains and the kings depart, (the silence broken by the sighs of those who found they're in a fix because their robots spelled out "Nix" while NBC Dame Fortune's suitor owes thanks to its "501 Computer"). So back to the comparative simplicity of planning and programming every-day-skeds designed solely to entertain (and sell) a weary Electorate with a general sigh of relief all around (at least until 1964.) . . . Jonathon Winters will be "Nighted" by the Lambs Saturday, Nov. 19. . . . Top Sports ABCaster Howard Cosell may soon be rewarded with additional chores on television. . . . The smooth organ background music you hear daily at 3 P.M. on the "Young Dr. Malone" NBC-TVehicle, is the work of Billy Nalle, whose talent has enhanced such radio and tv shows as "I Remember Mama," "Arthur Godfrey Show" and "Robert Montgomery Presents" these 7 years. . . . It was the 'voices' of Zel de Cyr which you heard Tuesday night during the Election Night NBCoverage from 8 P.M. to mid-nite. As "an old woman," "a society reporter," "private secretary" and "student," the commcrshill artist was "ZEL-ling the services of the Meadowbrook National Bank of L.I. . . . Didn't know till last week that Grace F. Snyder, who's cleffed more than a hundred sacred songs, hymns and spirituals, started her career as a featured cornetist at the age of 8. She's often featured guest over Station WSUN in St. Petersburgh, Fla. . . . Freddie Fields Ass'ts. and Screen Gems will jointly develop and produce a one-hour series "Grand Deception," based on Alexander Klein's volume of "great hoax" stories. Bill Holden is currently starring in "The Counterfeit Traitor" based on one of the "Grand Deception" stories and now being filmed in Hollywood. . . .

☆ ☆ ☆

Bea Kalmus, who can still trill with the best, rounding out her second year as "the voice" of Jack Silverman's Theatre-Bistro on Broadway. Bea's nitely interviewing of Showbiz Greats over WMGM is a consistent contender in the Metropolitan battle among the Late-niks for the attention of radio and TViewers. . . . The two-hour color film production of "Macbeth" costarring Maurice Evans and Judith Anderson which will be NBChannelled Sunday, Nov. 20 (6-8 P.M.) was filmed in Elstree Studios, London and on location in Scotland. This classic presentation by Hallmark proves that this firm "cares enough to entertain you with the best there is." . . . "Shulton Holiday Playhouse" will feature 5 half-hour filmed teleplays, produced by Transfilm-Caravel with special "Christmas" themes especially created by Bob Rehbock of Wesley Ass'ts. . . . Joey Heatherton, 16-year-old daughter of Ray Heatherton will be heard as a regular warbler on the "Perry NBComo Show" and has signed an RCA-Victor recording pact. Ray used to do a lot of singing himself back in the days when he piloted his own Orch at the Commodore Hotel in Gotham. . . . The life of Henry Ford, the inventive genius who put America "on wheels" will be presented Saturday on film TVia WOR (10:30-11:00 P.M.) . . . Arthur Godfrey went into the hospital Tuesday for minor surgery on his shoulder. Incidentally Comic Alan King will make five consecutive visits to Arthur's radio CBShow Starting Nov. 23. . . . Ruth Knapp, Mary D. Quinn and Dick Rosenblueth have been "wined-dined" and elected to membership in the Kudner Agency "quarter century club." . . . KDKA in Pittsburgh, one of radio's pioneer stations celebrating its 40th year. Dave Garroway started his fabulous career as staff announcer here back in 1938. . . .



Bea Kalmus

Tisches to Speak

Laurence A. Tisch, chairman of the board of Loew's Theatres, and Preston R. Tisch, president of Loew's Hotels, Inc., will be guest speakers at the monthly luncheon of the Harvard Business School Club today at the Harvard Club. Following their talks, they will reply to questions proferred by members in attendance.

Local AFTRA Votes to Strik Tomorrow Against 4 Wel

The New York chapter of American Federation of Televisi and Radio Artists tomorrow v strike against NBC, CBS, ABC a the Mutual networks unless agr ment on a new contract has b signed. The decision to strike w announced at the weekend follow a vote of the AFTRA members here.

All live programs on the four n works would be affected.

Loew's Sells WMGM For $10,950,000

Crowell-Collier Broadcasting Co a wholly-owned subsidiary of T Crowell-Collier Publishing Co., the weekend signed a contract to p chase radio station WMGM, N York, from Loew's Theatres Bro casting Corp., for $10,950,000. T selling company is a subsidiary Loew's Theatres.

Signing the contract were Rob M. Purcell, president of Crowell-C lier Broadcasting, Laurence A. Tis chairman of the board of Loew's, a Arthur Tolchin, vice-president a general manager of WMGM.

The purchase is subject to the a proval of the Federal Communic tions Commission.

One of the most powerful statio in the New York metropolitan ar the 38-year-old WMGM transmits 50,000 watts and operates on a fr quency of 1050 kilocycles. The st tion maintains studios at 400 Pa Avenue.

Owns Three Other Stations

Crowell-Collier already owns thr radio stations—KFWB Los Angel KEWB San Francisco-Oakland a KDWB Minneapolis-St. Paul. Th company has also entered into a co tract for the purchase of WGMS (A and FM) serving the Washingto D.C., area. Besides Federal Commu nications Commission approval, th purchase of the Washington stati is subject to the settlement of ce tain legal questions.

Station WMGM will be operate under the supervision of Purcell. veteran of 30 years in the broadcas ing industry, he has been with Cr well-Collier since 1956 when th company entered the radio field wit the purchase of KFWB in Los An geles.

Jayark 5 for TV

Jayark Films Corporation has a quired ownership of five motion pi ture features produced by Cagne Productions, Inc., and plans to releas them immediately for television in thi country and in foreign countries wher they first will be-re-issued theatrically The pictures include "Bugles In Th Afternoon," "Kiss Tomorrow Good bye," "Only The Valiant," "Blood O The Sun," and "Johnny Come Lately.

Priest Asks

(Continued from page 1)

y desirable in tone," it was em-asized by the Rev. John E. Kelly, rector of the Bureau of Information, ational Catholic Welfare Confer-ce, Washington, D.C., during a scussion of "Principles of Public elations"—at the third annual In-tute of Public Relations, sponsored the Communication Arts Guild of e Albany diocese.

Drawn from N.Y., New England

One of two in the country, the minar was attended by 200 from e Albany area, Rochester, Vermont, assachusetts and Greater New York. Answering a question from the or at a session attended by priests, sters and laymen, Father Kelly id, "the wonderful idea of Catholic m study clubs, suggested three ars ago by Bishop William A. Scul- of Albany, then chairman of the ishops National Committee on Mo-on Pictures, should be expanded. here are some such clubs function-g around the country, but there ould be more. They consist of high hool and college students, chiefly; tivity on the adult level is not reat. Their number should be in-reased, and the participation of dults should be encouraged."

Members of the clubs view, study nd criticize motion pictures.

Urges Support of Fine Films

Father Kelly stressed that motion ictures are produced for profit; that artistic successes but box-office ailures will bankrupt a producer. ilms of good moral tone deserve atronage."

"The Popes, especially Pope Pius, ave in encyclicals, praised the poten-ial for good and for service to man-ind of motion pictures and other edia of mass communication," ather Kelly pointed out. He called articular attention to Pope Pius' Miranda Prosus" encyclical, which ad as its theme "very wonderful are he works of communications."

"Until the last year," the priest ontinued, "the Legion of Decency as been principally concerned with noral evaluation of motion pictures." He thought that specific queries as o the means by which stronger Catholic support could be given de-irable films should be directed to Monsignor Thomas Little, executive lirector of the Legion of Decency.

Calls for Community Friendship

During a comment on "accentuat-ng the positive" in Catholic public elations—by praising that which is in ociety's and the community's inter-st, by greeting and being on friend-y terms with persons of the Protes-ant and Jewish faiths, and with their lergymen, by remembering anniver-saries and births in the families of nayors and other officials — Father Kelly commented "theatres should be congratulated, too, when they show clean, entertaining motion pictures."

Catholics, he continued, should be sparing in their "criticism of the press, television, radio and motion pictures, unless we know how they operate. Without this, our criticisms at times are not valid."

Criticism based on "ignorance" is not desirable or to be encouraged, Father Kelly emphasized.

Reporting that 72 Catholic dioceses of the United States now have public information officers—usually priests—and commenting that they function with varying degrees of effectiveness, Father Kelly urged the appointment of one in each diocese as the *sina qua non* for a strong Catholic public relations program.

Lauds 'The Nun's Story'

Praising "The Nun's Story," the priest observed, "the one thing which it lacked, which it failed to show, was the joy of the religious life. The picture left some people puzzled as to why a convent should be so austere."

He had recommended—when arrangements were being made for a preview of that film by sisters in their convent, that such a course not be followed: indicated his advice had not been taken.

Father Kelly thought for a film like this "sisters should have gone to the theatre in pairs, be with children, talk with them, pat them on the head, enjoy a common experience."

Quote from Maryknoll

Citing the Maryknoll fathers and sisters as "outstanding" in public relations, the priest said "Maryknoll sisters have not been bashful about being on television." He quoted a sister as saying "We can mortify ourselves more by being in the spotlight, rather than by avoiding it."

Mo. Exhibitor Elected To U. S. Senate

An active theatreman, and member of Theatre Owners of America, is now — fully accredited member of the United States Senate. Elected to the Senate last Tuesday, to fill the remaining two years of the unexpired term of the late Missouri Senator Thomas C. Hennings, Jr., is Edward V. Long, 52, of Bowling Green, Mo.

Long, president of the Long Theatre Company, Inc., of Bowling Green, operates theatres in the St. Louis, Mo,. area. A former Democratic lieutenant governor in Missouri, he was appointed last summer to the vacancy created by Senator Hennings' death. He won the seat handily in Tuesday's election.

'Damon' for MGM Set

HOLLYWOOD, Nov. 13 — Producer-writer Samuel Marx disclosed that he and Sam Jaffee will co-produce the feature film production "Damon and Pythias" in Italy next spring which MGM will release. According to Marx details were finalized in Gotham early last week when he met with Joseph Vogel, head of MGM. Lee Steiner, America's representative for Italy's Titanus Films, is handling arrangements for Jaffee and Marx.

MPAA to Meet

(Continued from page 1)

meeting was made at an ad-pub committee meeting late last week. At the same meeting the group took action to consolidate its program pertaining to industry relationships with newspapers, which had previously been handled by three separate committees.

Davis appointed one special newspaper relations committee under the direction of Charles Levy, co-chairman of the full ad-pub committee. Also on this committee will be Phil Gerard, Fred Goldberg, Jonas Rosenfield, and Dan Terrell. In addition Paul Lazarus and Jerome Pickman will act in an advisory capacity.

The new group supersedes three committees which had been concerned separately with newspaper censorship of film advertising, improvement of newspaper amusement pages, and advertising rate structures.

Report on Merchandising Plan

The committee also heard a report by Levy and Robert Ferguson on the test of the Compo-Marcus merchandising plan in the Pittsburgh area. Levy said that "Jungle Cat," a Buena Vista release, had had a favorable response in general. Ferguson said that "I Aim at the Stars," a Columbia film, had not been going long enough to reach any conclusions.

It was agreed that the reports on the films will be transmitted to the MPA sales managers committee.

In other business Roger Lewis of United Artists was again appointed chairman of the ad-pub committee to work with the Academy of Motion Picture Arts and Sciences on the promotion for the 1961 "Oscar" telecast. Lewis will name his full committee later.

Meanwhile he is to go to Hollywood this week for talks with Academy officials on the broadcast which may raise some problems. This year the telecast is commercially, rather than industry, sponsored. Plans will have to be worked out for campaigns by exhibitors at the local level.

Museum Program Discussed

The committee also heard a report by Richard Griffith, of the Museum of Modern Art's films division, on an exhibit of motion picture advertising posters set for the Museum on Dec. 12. The exhibit will include posters from the start of the motion picture industry to the present and will also feature foreign examples. The committee was asked by Griffith to assist in preparation of a brochure to be distributed at the exhibit and has taken it under consideration.

To Film 'Remagen'

HOLLYWOOD, Nov. 13 — The Mirisch Company and Schulberg Productions, headed by Budd and Stuart Schulberg, have entered into a co-production deal for filming of "The Bridge at Remagen." The picture, which starts shooting in Germany on May 15, 1961, will be a United Artists release.

Pickles Popping Up In Theatres Everywhere

Special to THE DAILY

CHICAGO, Nov. 13. — Pickles are popping up in theatres all over the nation, W. R. Moore, secretary-treasurer of the National Pickle Packers Association, said at the annual convention of the National Association of Concessionaires here last week.

The pickles are found right alongside popcorn. They're generally nestled in ice and promoted as "chilly dillies." While most popular at kiddy shows and with the teen-age crowd, the pickles also are liked by adults, for the reason that they can be nibbled quietly.

"The noise level of pickles being consumed is far below that of other refreshment snacks," Moore said. He noted that one South Bend theatre sells up to 200 pickles at its regular kiddy show.

REVIEW:

Journey to the Lost City

Fritz Lang—American International

This intricate tale of intrigue in Eshnapur, the "lost city" of India, has been directed in pedestrian fashion by Fritz Lang from a cliché-ridden screenplay by Werner Joerg Luedecke, based on an original story by Thea von Harbou. It all has to do with the widowed prince of the city, stolidly portrayed by Walter Reyer, who wishes to marry a dancer, played by Debra Paget. The prince's brother, played in typically villainous manner by Claus Holm, conspires all over the place in his attempts to inveigle the brother of the late Maharanee to dethrone Reyer for attempting to marry Miss Paget and thus defile the memory of the Reyer's late wife.

Paul Christian, an architect hired by Reyer to build hospitals in the "lost city," meets up with Miss Paget en route to Eshnapur, and saves her from a man-eating tiger. They fall in love. Reyer sets up Miss Paget in the palace, telling her that he had seen her dance in another city and has fallen in love with her. There is a series of adventures which involve a man-against-tiger battle, a group of lepers in an underground dungeon and more tigers. In fact, a great deal of the slowly paced action takes place in weird subterranean caves and cells. The villainy of the prince's brother is, of course, unmasked in the nick of time, the army of the late Maharanee's brother is repulsed, the prince realizes that Christian and Miss Paget are in love with each other, and allows love to triumph.

The picture is filmed in Colorscope, which presents the action in not too clearly defined a color pattern. The English dubbing is not too well synchronized. The cast members perform their roles in perfunctory fashion as they go through their cliché-packed paces.

Running time, 94 minutes. Release, in October. —S.H.R.

Para. Earnings

(*Continued from page 1*)

the pre-1948 film library. Comparative earnings for the same period in 1959 are: total earnings of $1,349,000, including special income of $198,000.

The total number of shares outstanding at the end of the third quarter of 1960 were 1,673,231 and compares with 1,703,927 shares outstanding at the end of the third quarter of 1959.

The board of directors of Paramount on Thursday voted a quarterly dividend of 50 cents per share on the common stock payable Dec. 16 to holders of record Dec. 1.

Rive Pleads for Easing Of Japan Import Curbs

From THE DAILY Bureau

LONDON, Nov. 13. — The hope that the opening of a Japanese season here would help remove severe restrictions on the import of British films into Japan, was expressed by Kenneth Rive, managing director of Gala Films, at a luncheon in honor of a Shochiku film delegation.

Rive said it was also Gala's aim to find a market in Europe, not just England, for Japanese films and "we have the organisation that can sell the films—if they are of the right type." But, he added, we would be very pleased to see the licensing laws of Japan changed so that it became an open market.

Praises Co-Production

Referring to co-production, he said that they were very keen to start it and he sincerely hoped the first will be of the combination of Shochiku-Gala. We have studied the difficulties and hope we are going to get started.

Chief guests at the luncheon were Japanese star Yoshiko Sano, scenarist Ben Sawamura and the head of the International Department of Shochiku, Shigemasa Takarada.

'Let's Keep Parents': Compo Advertisement

"Let's Keep Parents" is the head of a COMPO advertisement published Saturday in *Editor & Publisher*, trade paper of the newspaper industry.

The advertisement, No. 122 in the COMPO *Editor & Publisher* series, points out that the MPAA Production Code was "never intended to replace parents" and that it leaves the bringing up of children to parents.

Drive-In Started

THORNTON, Colo., Nov. 13. — Ground was broken and work is progressing on the new $400,000 North Star Drive-In Theatre. The theatre is being constructed by Wolfberg Theatres which operate six drive-ins in the Denver area in addition to the Denver first-run Paramount Theatre. New North Star will have a capacity of 1600 cars with a screen measuring 134 feet by 60 feet. Construction is to be completed in time for a spring opening.

REVIEW:

The Facts of Life

Panama and Frank—United Artists

THE IDEA TO team two such fine comedy talents as Bob Hope and Lucille Ball in a motion picture was little short of inspirational for each is assuredly tops in his and her particular brand of humor. Somewhat dubious, however, is the story matter chosen by producer Norman Panama and director Melvin Frank in which to display the fun-making talents of this duo.

The background of this comedy with dramatic undertones, or drama with comedic undertones (you may take your choice in categorizing this effort), is marital infidelity. This hardly seems a fit subject for some of the hilarious moments that enrich this film, which has been ably directed for laughs when called for, and drama when so indicated, by Frank. Panama and Frank who, as is usual with their combined producer-writer-director efforts, are responsible for the original story and screenplay.

The tale involves three married couples in a closely-knit social climate who have been taking their vacations together for years. On the eve of their departure for Acapulco, Hope's wife, Ruth Hussey, decides to remain home because one of their children has a cold. Miss Ball's husband, Don Defore, is called away on business. Miss Ball and Hope leave for the vacation spot with the other couple, Philip Ober and his wife, Marianne Stewart.

When Ober and his wife become ill, Hope and Miss Ball are thrown together throughout the six-day vacation. And therein lies the start of a romance both are loathe to give up. Returning home they constantly are thrown together at such affairs as bridge, concerts and football games. They decide to carry their romance to its adulterous conclusion, and check into a motel. With Miss Ball a little drunk, Hope drives off to get some coffee, and cannot find the motel on his way back. So it goes, with a comedy routine popping up whenever things get serious.

They run off to Monterey together, but again, before indulging in the affair's physical aspect, they decide to return to their respective mates and children. The film ends on a laugh-clown-laugh note for both comics, as they are still in love with each other, but don't intend to do anything about it.

One of the high comedy situations occurs when Hope checks into the motel under the signature "Mr. and Mrs. G. Washington." It is probably the funniest episode in the film, which has many for this team's fans.

While all supporting players contribute fine performances, it is Hope and Miss Ball all the way. The theme of the film makes it unsuitable for the young.

Johnny Mercer wrote the music and lyrics for the title tune which is agreeably sung over the credits by Edyie Gorme and Steve Lawrence. Running time, 103 minutes. Release, at Christmas.

SIDNEY RECHETNIK

Fire Razes Theatre

ALMA, Mich., Nov. 13.—Fire of undetermined origin destroyed the Strand Theatre, the only one in this community. Firemen fought the blaze for three hours, but the roof collapsed, leaving the building a total loss estimated at $100,000. It was built in 1920 and operated by Cassidy Theatres, Inc. of the Midland circuit.

Gets 'Make Mine Mink'

Continental Distributing, Inc. has acquired American distribution rights to British comic Terry-Thomas' latest vehicle, "Make Mine Mink." It is a J. Arthur Rank production.

'Rovere' Opening Set

Roberto Rossellini's "General Della Rovere" starring Vittorio de Sica in the title role, will have its American premiere at the Paris Theatre here Monday, Nov. 21.

Shift Disney Meet

HOLLYWOOD, Nov. 13—Roy O. Disney, president of Walt Disney Productions, announced the regular meeting of the board of directors scheduled for last Thursday to consider, among other things, declaration of cash and stock dividends on the company's common stock, has been postponed to November 17 at which time such matters will be considered.

'Boys' Premiere Set

M-G-M's Christmas-New Year's attraction, "Where the Boys Are," will have its world premiere at the Gateway Theatre in Ft. Lauderdale, Fla., on Dec. 21.

Hadassah to Sponsor

PITTSBURGH, Nov. 13—The Pittsburgh chapter of Hadassah will sponsor the premiere of "Spartacus" at the Nixon Theatre here on Dec. 22.

Loew's Circui

(*Continued from page 1*)

and affiliates own 614,700 shares Loew's Theatres stock, or 23 per ce

The proposal for adoption of cum lative voting is to be introduced Lewis or John Gilbert, owners of shares each of the company's sto Management recommends a vo against the proposal on the grou that it was previously rejected by per cent of the shares voting and, adopted, would lead to special i terest groups on the board and wou necessitate the holding of anoth stockholders meeting to amend t company's certificate of incorporatio

Mayer Sees Advances

(*Continued from page 1*)

Sickle Lecture at the college on t status and prospects of the America mass media.

Speaking on the topic, "The M vies Move into the Sixties," the ve eran publicist and exhibitor will d liver an upbeat message saying part:

"I am a corrigible optimist, which I mean one who believes tha American standards of taste and ap preciation are advancing steadily a though far too slowly for any com placency."

Sees Freedom 'Misinterpreted'

Mayer will also comment on th "new freedom" granted authors an producers saying they have "misin terpreted" it and are dwelling on th "more sordid aspects of life." But he will add, "this is an inevitable re action from the idiotic excommunica tions and prudish cuts formerly en forced by censor boards and pressur groups. The dangers of liberty ar less to be feared than those of re pression and in the long run, maybe the short run, will be cured mor rapidly."

Daylight Saving Time Defeated in Colorado

Special to THE DAILY

DENVER, Nov. 13. — With only a small percentage of the outlying precincts as yet unreported it is now certain that the proposal which would set up daylight saving time for the state of Colorado has been defeated. The daylight saving proposal led for quite some time proving more popular in the larger metropolitan areas. Strongest opposition came from the rural areas and as returns came in from the outlying parts of the state it became evident that the proposed amendment would not pass.

The Colorado Committee for Standard Time concentrated most of their campaign on the fact that the proposed amendment would result in 'confusion' time in that the state of Colorado would be isolated on the faster time while all of those states which surround Colorado would remain on standard time.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 93 NEW YORK, U.S.A., TUESDAY, NOVEMBER 15, 1960 TEN CENTS

EDITORIAL

Allied's Future

By Sherwin Kane

THE NEWS from Allied States annual convention in Chicago last week indicated that considerably more damage may have been done to the organization by the internal conversy which marked its board of directors meeting a year earlier than had been surmised heretofore.

Reports from the convention were that attendance was disappointing and that, while business sessions were instructive and of real value to the exhibitor participants, much of the quality of former national Allied gatherings was lacking.

•

Naturally, there have been contributing factors to Allied's seeming lethargy other than the discordant board meeting a year ago which caused the resignation of two of Allied's strongest regional units. One has but recently rejoined; there is no indication that the other is giving any consideration to such a move.

For one, the mortality rate within exhibition's ranks in recent years undoubtedly has been greatest among the smaller urban and small town exhibitors who were more numerous in Allied ranks than in others. This weakened some regional organizations, halting or reducing their membership payments to the national organization, when not leaving the regional unit dormant, or nearly so.

Other debilitating influences included the retirement of Abram F. Myers as board chairman, general counsel and moving spirit of Allied for more than 30 years, without organizational preparation for a replacement, and the ensuing lack of communication within the organization.

•

This failure to groom younger executive manpower (or to make use of it when it was available a year ago) not only has proven a costly oversight but now makes more difficult the task of Jack Kirsch, new Allied president, and Ben Marcus, chairman, in reviving and re-building the organization.

Nevertheless, it is apparent that

(*Continued on page 2*)

TELEVISION TODAY—page 6

British Exhibitors to Ask Chance to Participate in Toll-TV If It Comes

From THE DAILY Bureau

LONDON, Nov. 12. (By Air Mail)—As was expected, the Cinematograph Exhibitors Association general council's meeting on the association's recommendations on toll-tv to the government's Pilkington committee, produced many conflicting views on the subject.

After a long debate it was decided to call a special meeting on Nov. 30 to consider the final draft submission

(*Continued on page 6*)

Hock Appointed Para. Ass't. Ad Manager

Mort Hock has been appointed assistant advertising manager of Paramount Pictures and will work under the supervision of Joseph Gould, advertising manager, it was announced yesterday by Martin S. Davis, national advertising, publicity and exploitation manager.



Mort Hock

Hock has resigned his position as account executive with The Blaine Thompson Company, where he directed New York and out-of-town advertising campaigns for such stage productions as "Gypsy," "Take Me Along" and "Becket." He had previously been an account executive for Warner Bros. Pictures.

He replaces the late Kenneth Aneser.

Reade Managers Will Plan New Activities

More than 50 theatre managers and assistants will attend a home office meeting at the Walter Reade Mayfair House headquarters in Oakhurst, N. J., tomorrow. Main item on the agenda will be announcements of the circuit's plans for the year end

(*Continued on page 6*)

Reports Progress on UK Telemeter Franchise

Louis Novins, president of International Telemeter, reported further progress on continuing negotiations for assignment of a Telemeter franchise to British interests, following his return to New York from London yesterday.

Novins said no deal has been concluded but indicated an announcement might be expected in the near future.

Canadian Censors Chided for Not 'Adapting to Changing Outlook'

Special to THE DAILY

TORONTO, Nov. 14—Ontario's chief censor, O. J. Silverthorne, has spoken up against his fellow censors' actions. He chided them for the "indiscriminate hacking and cutting (of films) by some boards, the rigid inflexibility, the inability to adapt to the changing outlook at the Canadian people."

He also pointed to the "conflicting decisions and inconsistencies which have succeeded in making censorship look ridiculous in the eyes of the people we seek to serve." He claimed Ontario's censorship has been labelled "intelligent and liberal. Are the people of Ontario different from other Canadians?"

Silverthorne made his points at the three-day convention of the various provincial censorship boards in St. John, N. B.

Yet out of the convention came a closer liaison between the boards promising to open lines of communication in exchanging their points of view on the various films which come before them.

Host-convention organizer and chairman, George S. Enos who heads New Brunswick's Board of Censors pointed out that censors, watched by their superiors and pressed by social agencies, are being urged by the motion picture industry, which is struggling against a dwindling boxoffice, to be more liberal when classifying films.

Jan. 1 Deadline

May Set Final ACE Film Plan At Tues. Meet

Financing, Management of ACE Prods. Up for Study

Final plans for the financing and organization of ACE Productions, the producing company to be set up by the American Congress of Exhibitors, are expected to be formulated at a meeting of the ACE executive committee in the Stanley Warner Corp. board room here next Tuesday.

Called by S. H. Fabian, ACE chairman, the meeting is expected to be attended by as many as 40 exhibitor leaders from all parts of the country, most of them members of the ACE executive committee.

The meeting is expected to hear a report on final financing proposals for ACE Productions and on preliminary proposals for organizing and staffing the company which Fabian

(*Continued on page 2*)

Mirkin Heads Columbia Prod. Publicity Abroad

From THE DAILY Bureau

LONDON, Nov. 14—The appointment of Syd Mirkin as production publicity director for Columbia Pictures on overseas production was announced by Jonas Rosenfield, Jr., vice president in charge of advertising and publicity. Mirkin has been serving Columbia as U. S. publicity liaison for England and the Continent.

The new assignment will place Mir-

(*Continued on page 6*)

Shift of 'Oscar' Show Is Clarified by Broidy

By SAMUEL D. BERNS

HOLLYWOOD, Nov. 14. — "No slight was intended" to Hollywood, its theatres or organizations by the Academy of Motion Picture Arts and Sciences in shifting the scene of the forthcoming "Oscar" telecast to the Santa Monica Civic Auditorium, Steve Broidy, chairman of the Awards Pro-

(*Continued on page 2*)

PERSONAL MENTION

BARNEY BALABAN, president of Paramount Pictures; GEORGE WELTNER, vice-president in charge of world sales; JEROME PICKMAN, vice-president in charge of advertising, publicity and exploitation, and RUSSELL HOLMAN, Eastern production head, have arrived in Hollywood from New York.

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MILTON R. RACKMIL, president of Universal Pictures, has arrived at the Hollywood studios from New York.

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A. MONTAGUE, Columbia Pictures executive vice-president, and LEO JAFFE, first vice-president and treasurer, will return to New York today from the Coast.

•

MAX YOUNGSTEIN, United Artists vice-president, has returned to New York from Europe.

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HOWARD MINSKY, assistant to GEORGE WELTNER, Paramount vice-president in charge of world sales, left New York yesterday for Toronto.

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JOSEPH M. SUGAR, Magna Pictures Corp. vice-president and general sales manager, is in Philadelphia today from New York.

•

GERARD SIMON, American International Pictures supervisor for Continental Europe, will leave here today for a three-month tour of company offices.

•

JOE SOLOMON, president of Fanfare Films, left New York yesterday for Chicago.

•

SHELDON ROSKIN will return here tomorrow from Nevada, where he was unit publicist on United Artists' "The Misfits."

•

SID BLUMENSTOCK, vice-president of the Charles Schlaifer advertising agency, has arrived in New York from the Coast.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
WILLIAM HOLDEN
THE WORLD OF SUZIE WONG
co-starring NANCY KWAN
SYLVIA SYMS • MICHAEL WILDING
A Paramount Release in TECHNICOLOR®
ON THE GREAT STAGE "TOWN AND COUNTRY"

ACE Film Plan

(*Continued from page 1*)

has said is destined to make a "substantial" contribution to the annual product supply for all exhibitors.

Approximately $3,000,000 has been contributed to the ACE Productions treasury by the five national theatre circuits and leading regional circuits. Presumably, ACE is now meeting Securities and Exchange Commission regulations preparatory to a public-type of securities offering to larger numbers of interested investors among the nation's smaller exhibitors and in allied lines.

Fabian stated some months ago that ACE has set Jan. 1 as its deadline for completing the financing program for ACE Productions. The deadline now, of course, is only six weeks away.

May Select Executive Head

Recommendations for the choice of an executive head of ACE Prods. also may be made at next week's meeting, along with other proposals for organization.

Many of the ACE executive committee members will be in New York from many parts of the country for the annual dinner and reunion of the Motion Picture Pioneers at the Waldorf Astoria Hotel next Monday night, thus swelling the expected attendance at the meeting next day.

Fisher Heads Canadian M.P. Industry Council

Special to THE DAILY

TORONTO, Nov. 14—Frank H. Fisher, formerly vice-president, was elected president of the Canadian Motion Picture Industry Council. Making up the CMPIC are seven provincial and regional exhibitor associations, the Canadian Motion Picture Distributors Association, the Association of Motion Picture Producers and Laboratories of Canada and the Canadian Equipment Dealers Association.

Fisher who is vice-president and general manager of The Odeon Theatres (Canada) Ltd., succeeds C. S. Chaplin, general manager of United Artists, who stepped down after two terms. Peter S. Myers, Toronto, is first vice-chairman, Harry Prygrocki, Winnipeg, president of the Manitoba Motion Picture Distributors Association, is second-vice-chairman.

'Wong' Business Big

Paramount's "The World of Suzie Wong" grossed a smash $120,000 in its first four days ending Sunday at Radio City Music Hall, according to Russell V. Downing, president and managing director of the theatre. This figure is the best for a fall opening weekend in the history of the Music Hall and includes a new Veteran's Day mark of $34,450.

Capital Cities Gets Eichmann Trial Rights

Capital Cities Broadcasting Corp. has made an agreement with the Government of Israel giving the company exclusive rights to produce all television and film record of the Eichmann trial, it was announced by Frank N. Smith, president of Capital Cities. It will be performed on a public service, non-profit basis.

Milton A. Fruchtman, Capital Cities executive producer, negotiated the exclusive contract in Jerusalem. He will be in charge of the project. The Israeli Government has received numerout requests from television and motion picture organizations from all parts of the world requesting permission to cover the trial by having cameras within the court room. In order to maintain the dignity of the court and avoid interference with established court room procedure the Government decided to entrust the production and documentation on video-type and film to one independent company. According to the agreement Capital Cities is obligated to provide copies of the recording to television and motion picture companies throughout the world.

Lowell Thomas, a founder and director of Capital Cities, will narrate a series of half hour documentaries on the Eichmann Trial for stations owned by Capital Cities Broadcasting. This series will be produced by Fruchtman.

'Oscar' Show Shift

(*Continued from page 1*)

gram Committee, declared here today at a press conference called by Broidy and Valentine Davies, Academy president, to clarify the organization's decision to hold the presentation event at the seashore city.

"We made a thorough survey of theatres, legitimate and film," said Broidy, "including the Palladium, the Pan-Pacific Auditorium and Moulin Rouge, and were most fortunate in being able to obtain the Santa Monica Civic Auditorium, which offered a wealth of facilities: parking, press rooms and seating capacity comparable to what the Pantages Theatre had last year (before renovation for "Spartacus") and the intimacy needed to present a show of this nature."

"Cost was not a factor," Broidy continued, "although the rental price for the auditorium was $3,000 as compared with $8,000 for the Pantages, and we will not have to spend thousands to draw lines for additional power and erect a press room tent as we did last year."

"The deal is for one year, and if other facilities open up in Hollywood when we are ready to select the scene for the "Oscarcast" for the following year we will be happy to consider those as well, Broidy concluded.

EDITORIA

(*Continued from page 1*)

these two loyal Allied leaders e
equal to the task, if anyone is. E
are unhampered by past identifica
with petty, internal intrigues in
lied. Both have the respect and g
will of key people in all branches
the industry. And both have had p
vious experience in leading All
successfully.

They have the best wishes of cou
less industry members as they t
up their new assignment.

Seek to Save A.C. Theatre from Razing

Special to THE DAILY

ATLANTIC CITY, N. J., Nov.
—Expressing "shock" at the announc
plans of George A. Hamid, Jr.,
demolishing the first-run Warren, t
Boardwalk Division of the reso
Chamber of Commerce asked the c
to help "preserve" the playhou
which was used for stage plays d
ing the off-season months. Hamid a
nounced razing the first-run Boa
walk house, one of the five larg
movie houses in the country. He s
demolition work would start Dec.
and that no definite decision has be
made for the use of the land.

Originally called the Warner a
operated by the Warner Bros. int
ests until purchased by the Han
interests in 1955, it was first open
in 1927 at a cost of over $4.5 m
lion. Hamid declared that the ann
tax bill of $40,000 was too much
carry. The Chamber of Commer
group asked that it be taken over
a civic theatre for concerts, conve
tions and other theatrical projects.

'Alaska' Doing Well

"North To Alaska," 20th Centur
Fox release is doing well in its initi
engagements around the country, it
reported. Opening over the weeke
at the Alabama Theatre in Birmin
ham it outgrossed in three days a
other Fox attraction to play the hou
with the exception of "Peyton Plac
doing $7,787. In its first four days
the Stanley Theatre in Philadelphi
"Alaska" grossed $8,877, making
the biggest Fox attraction to play t
house in two years. At the Fox The
tre in Detroit, the film took in $9,7
for three days.

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iton Sets 3-Film eal with 20th-Fox

Special to THE DAILY

SSISI, Italy, Nov. 12. (By Air il).—Triton Pictures Corp., cur- ly producing "Francis of Assisi" location here, is about to wrap up hree-picture deal with Twentieth tury-Fox. The arrangement in- les the "Francis of Assisi" film. riton, in association with 20th-, is spending $2,800,000 on "Fran- of Assisi." The picture, in color CinemaScope, stars Bradford Dill- n, Dolores Hart and Stuart Whit- n, with Michael Curtiz directing. artnered in Triton are Plato Skou- who is personally producing ancis"; Spyros Skouras Jr. of Skou- Theatres and Charles Skouras, Jr. he company next year will make umey of the Jules Verne," a sci- e fiction story based on an idea of to Skouras. He does not plan to duce that one himself. He will, vever, produce the third property California Street," based on a en Bush novel which has won at acclaim.

Producer Plato Skouras is irate ut those who level wholesale ac- ations against "runaway" pro- ers. "I defy anyone to make a about 'Francis of Assisi' in a ale other than Assisi and Umbria," said. "This setting is as much a t of the Francis story as the man nself."

The company expects to move down Rome in early December for out- or battle scenes and interiors at Cinecitta Studios.

et Fashion Show on 'Gulliver' Here Today

Thirteen participating manufactur- will display a complete line of he 3 Worlds of Gulliver" merchan- e at a special fashion show break- t held at the Statler Hilton Hotel re this morning. The breakfast is nsored by Columbia Pictures, ich will release the film.

Attending the show will be news- per and syndicate fashion writers d fashion and motion picture trade ess representatives. Buyers from jor merchandising groups intend look over the various lines. Part of e presentation will be seen on a ecial closed-circuit television hook- .

B-PT Votes 2% Extra ividend in Stock

The board of directors of American oadcasting-Paramount Theatres yes- rday declared an extra dividend of per cent of common stock in addi- n to the regular fourth quarterly sh dividend of 25 cents per share the common and preferred stock.

The regular quarterly cash dividend payable Dec. 15 to holders of rec- d on Nov. 25, before giving effect the stock dividend, which is pay- le Dec. 28 to holders of record on ov. 25.

No extra dividend was paid last ear.

REVIEW:

The Virgin Spring

Svensk Filmindustri—Janus Films

THERE IS NO denying the power of Ingmar Bergman, the world-famed Swedish director, in using the motion picture camera to tell a stark and foreboding tale. All who saw "The Seventh Seal" and "The Magician" can testify to that. Now he has used his hypnotic talent with devastating skill once more in "The Virgin Spring."

This film, which is based on a 13th-century legend and Swedish folk song called "The Daughter of Tore of Vange," tells a parable of good and evil. The young daughter of an isolated landowner in Sweden sets out on a long ride to church to light candles for the Holy Virgin. Along the way she is set upon by two herdsmen who first rape and then brutally murder her. When the father of the girl learns of the crime and gets hold of the two men and their 14-year-old brother he slaughters all three to wreak vengeance.

In the concluding scene the father turns on God and demands to know how such evil things can be. Then suddenly penitent, he promises God to build a church of stone with his own hands on the spot where his daughter died. At that moment a trickle of water comes forth and bursts into a stream on the site. This is the "virgin spring."

What does it all mean? Probably no more than it appears. It is a religious parable with a moral to the effect that mankind, including the innocent, must always suffer evil, and the righteous man can do no more than put his faith in God.

ON THE OTHER HAND the Bergman cult, which will flock to see this picture with the same enthusiasm it takes to all his films, will doubtless find an excess of hidden meanings. The Bergman obsession with dreams, the occult, religion, good and evil, and the like is as evident here as before to help them in their search for clues.

What everyone should be able to agree on, however, is the brilliance with which Bergman has made this film. His control of milieu and moods is masterful; he handles the light-hearted scene of the daughter's departure on her journey with the same assurance and complete realization of effect that he brings to the sickening terror of the rape scene and the violent horror of the slaughter of the herdsmen. This latter episode, while notably brutal, is no more so than several of a like nature in some current Hollywood pictures.

The acting, as in all Bergman films, is superb. As the young girl Birgitta Pettersson radiates with innocence and charm; Max von Sydow (who played the "Magician") suggests great moral strength as her vindictive father; and Birgitta Valberg plays the mother with power and conviction. The two herdsmen are evil incarnate in the persons of Axel Duberg and Tor Isedal, and Ove Porath makes a pathetic figure as their frightened brother. Also exceptional is Gunnel Lindblom as a neurotic servant girl who witnesses the rape.

Excellent subtitles translate the Swedish dialogue of this fascinating film.

Running time, 88 minutes. Release, in November.

RICHARD GERTNER

Drive-In Damaged

JACKSONVILLE, Nov. 14—Fire of undetermined origin destroyed the screen and framework of the Atlantic Drive-In Theatre here, causing a loss estimated at $18,000. Officials said no one was injured in the fire. Firemen were on the scene for two hours trying to quench the flames.

ABC Gets Interest

ABC Vending Corp. has acquired the remaining 50 per cent interest in Tri-State Automatic Candy Corporation to make the former affiliate a wholly owned subsidiary, Benjamin Sherman, chairman of the board, announced. Purchase price was not disclosed.

Fire Razes Theatre

NORTH WILKESBORO, N. C., Nov. 14.—The Allen Theatre in the heart of North Wilkesboro's downtown district, was destroyed by fire. There was no estimate available on the amount of the loss, but firemen said the blaze was one of the worst in North Wilkesboro in several years.

Sell Hartford Theatre

HARTFORD, Nov. 14—Connecticut's largest remaining combination motion picture-vaudeville theatre, the 3880-seat State, Hartford, has been purchased by the Hartford Redevelopment Agency, to serve as part of the multi-million dollar Windsor St. Redevelopment Project.

PEOPLE

William Yurasco has taken over the buying and booking for Comerford Theatres in Eastern Pennsylvania, succeeding **Byron Lynn**, who will handle the upstate New York theatres for the circuit.

□

Mrs. Heleena Kopper has been named acting manager of the first-run Warner Theatre, Torrington, Conn., succeeding **Leonard Kupstas**, who has left the Stanley Warner circuit to become manager of the State Theatre, Jewett City, Conn., operated by Perakos Theatre Associates. **Jack Hoddy**, who had managed the latter house, has left the Perakos organization.

□

Paul L. Wall, who joined MGM in 1935 and whose most recent post was on the New York City sales staff, has taken over his new duties as manager of the company's branch in Buffalo, succeeding **Jack Mundstuk**, who has been promoted to management of the company's branch in Washington, D. C. **Mundstuk**, leaving Buffalo, was given a farewell dinner at the Statler Hilton Hotel there.

□

Mildred Martin, motion picture editor and commentator for the *Philadelphia Inquirer*, has announced her resignation, effective next January. She will live in Manchester, England and devote her time to finishing a musical comedy with her husband, Herbert Dunkerle, British composer.

Sher Circuit Grows to 16 with New Acquisition

Special to THE DAILY

COLUMBUS, O., Nov. 14.—The College Theatre in Phoenix, Ariz., is the sixteenth theatre to be acquired by the Art Theatre Guild, it was announced by Louis Sher, Columbus, president of the theatre circuit. Richard Packer, a former Columbus resident, has been named manager of the Phoenix house.

Sher said he is now serving Pacific Coast cities with a view to future expansion. The Art Theatre Guild operates the Bexley and World in Columbus and theatres in Cleveland, Champaign, Ill.; Toledo, Louisville, Memphis, Yellow Springs, Akron, Dayton, Denver, Kansas City and Detroit.

Two Openings Set

PHILADELPHIA, Nov. 14—Two new links in the independent Claude Schlanger chain of theatres in this area have been completed. The Super 130 Drive-In at Edgewater Township, N. J., was opened this week, while a Christmas holiday opening is scheduled for the new indoor Fox at Levittown, N. J.

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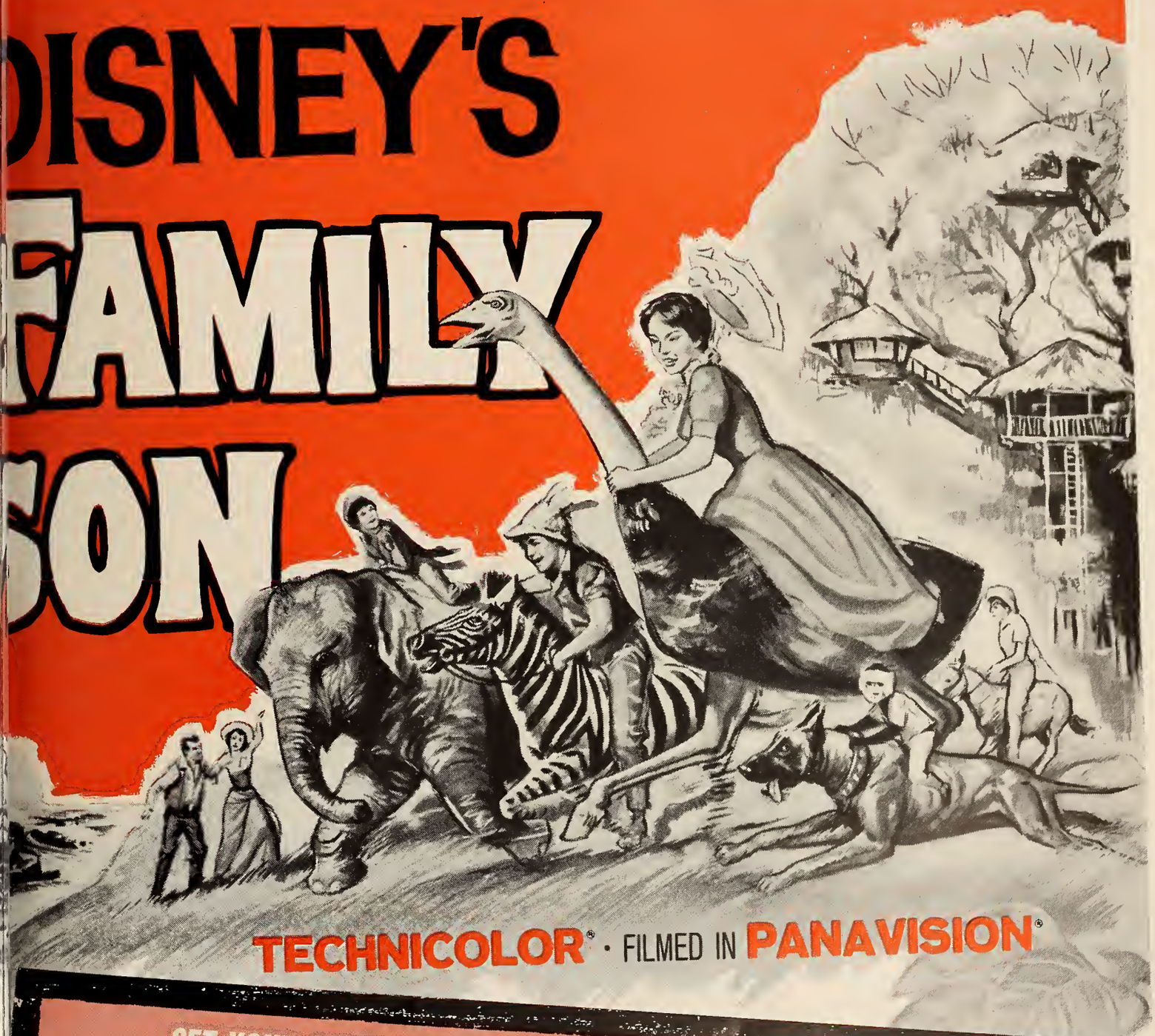
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Code Unit Reports At NAB Fall Meet

From THE DAILY Bureau

WASHINGTON, Nov. 14. — E. K. Hartenbower, chairman of the Television Code Review Board of the National Association of Broadcasters, said personal products commercials, movie trailers, and post-'48 feature films are the three greatest areas of concern to the Television Code Review Board. In a review of code activities at a television session of the NAB fall conference at the Statler-Hilton Hotel, Hartenbower commended the code's personal products subcommittee for its "affirmative" approach to the problem.

As for movie trailers, or commercials promoting a local theatre's film attractions, Hartenbower said that "some of this stuff in the past has been exceptionally violent or overly-sexy or, at least, quite suggestive." While broadcasters have and seek no control over what theatres exhibit in their own areas, he said, they must be careful in accepting film-clip commercials for use on the air.

Asks Close Scrutiny

"Look these offerings over with care," he told the broadcasters. "If you can't do it yourself, be sure some responsible staff member does. If you are in doubt, ask your closest code office for an opinion. You will get it fast, and at no charge."

He also advised the broadcasters to screen post-1948 feature films, some of which already have been released to television. He added: "This is not to discredit this material, for certainly the great percentage of it is acceptable television fare, but remember, some of it raised a few eyebrows when exhibited in the theatre."

Included in the code presentation were motion pictures related to questions that have been raised about code interpretations. These were presented by Edward H. Bronson, NAB director of television code affairs.

Hunt Stromberg, Jr., A CBS Vice-President

From THE DAILY Bureau

HOLLYWOOD, Nov. 14. — The appointment of Hunt Stromberg, Jr. as CBS Television Network vice-president, program development, Hollywood, effective immediately, was announced today by James T. Aubrey, Jr., president, CBS Television Network.

Stromberg has been director of program development, Hollywood, since October, 1959. He joined the CBS Television Network in June, 1956, and has served as a program executive on the Coast since that time. Formerly, he was program director, KABC-TV, Los Angeles, and also general manager of the American Broadcasting Company's western regional network.

In his new post, Stromberg will report to Guy della Cioppa, vice-president, programs, Hollywood.

THE BIG ONES ARE ADVERTISED IN LIFE



ADVERTISED IN LIFE THE BIG ONE IN MOVIE SELLING

British Toll TV

(*Continued from page* 1)

to the committee. This submission will incorporate the following recommendations: that while exhibitors are 100 per cent against the introduction of toll-tv, they should be given the opportunity to participate if the government decides to introduce it here; and that the government should ensure that toll-tv does not fall into the hands of large commercial television monopolies.

The submission will leave the individual exhibitor free to decide whether or not to take an interest in the future possibilities of toll-TV and it will submit to the committee "an exhibitor point of view" on the future of the television services themselves. It is felt that the introduction of toll-tv would seriously affect the cinema to an extent which would certainly result in many theatres closing and the economic future of the survivors being uncertain.

Government Aid Cited

Exhibitors also point to the fact that the government has gone to considerable lengths in trying to maintain a healthy British film industry, and they cannot believe that it would be prepared to see an integral section of that industry dwindle perhaps to the point of complete extinction.

Exhibitors had contributed for a number of years to the government's call to make a voluntary subsidy for British film production and this subsidy continues today in a statutory form. If this production was to turn away from the cinema in future, the exhibitors feel they could hardly be expected to continue to give financial help.

Reade Managers

(*Continued from page* 1)

and first quarter 1961 activities by the Reade officials.

Cash prizes will be awarded to managers winning the circuit's recent exploitation activities on a variety of motion pictures and an announcement will be made for several one hundred dollar cash awards to the manager doing the best exploitation job on a variety of new films to be released during the next several months.

The all day session will include a review of the forthcoming product; screening of trailers; advertising and exploitation session; and a review of the circuit's concession operations. Managers will receive kits of advance accessories on new film product supplied by all the film companies.

Cleve. Banquet Slated

CLEVELAND, O.—Nov. 14—Members of the Leonard Greenberger Memorial Committee have decided to hold the annual banquet Feb. 24, 1961. At that time Greater Cleveland's best showman of the year and the best picture shown here between Jan. 1 and Dec. 31, this year, will be named. Variety Club will name the showman and the Cleveland critics will select the best picture.

Hollywood AFTRA Joins In Move to Strike Today

From THE DAILY Bureau

HOLLYWOOD, Nov. 14. — ... ing forces with the New York ... Chicago chapters, strike authoriza... has been voted unanimously by ... Hollywood membership of the A... ican Federation of Television ... Radio Artists if its negotiators ... unable to arrive at new contract ... the television-radio networks to ... place the current pact which exp... tomorrow.

Negotiations continued here ... a late hour last night between AFT... and representatives of the televi... and radio networks in what appe... to be a sincere effort on the par... all to reach an agreement on a ... contract. Talks had begun at 2 P... yesterday. Progress is reported to h... been made in the direction of a n... pact, which would affect performer... New York, Chicago and Los Ange...

Moretock, Moody Give New Technicolor Post

From THE DAILY Bureau

HOLLYWOOD, Nov. 14. — Co... land C. Moretock has been appoin... national sales manager of the Tech... color consumer photographic pr... ucts division, and Emmet E. Moo... has been named controller of t... division.

Both will maintain offices at t... division's headquarters in Burba... Cal.

Mirkin Named

(*Continued from page* 1)

kin in charge of all production pu... licity for films made under the supe... vision of M. J. Frankovich, vi... president in charge of European pr... duction activities.

At the same time, Rosenfield a... nounced the appointment of Harv... McConnell as Mirkin's assistant. H... primary responsibility will be to ser... ice the Continental press represent... tives based in London with produ... tion publicity.

Called a 'First'

With the setting up of this ne... publicity structure, Rosenfield sai... Columbia becomes the first film co... pany to establish a unit in Londo... catering specifically to the needs ... the United States and the foreig... press on major productions made i... Europe.

Mirkin, under the new arrange... ment, will organize and administe... production publicity budgets. In co... ordination with Alan Tucker, Britis... publicity chief and Jack Wiener, Con... tinental publicity chief, Mirkin wil... arrange for junketing and foreig... press coverage; organize tv and radi... coverage; and implement trailer pro... duction. He will also maintain pub... licity liaison with independent pro... ducers in behalf of the home office.

New Bergman Film Acclaimed in U.S. Debut

"The Virgin Spring" Premieres at the Beekman Theatre

HE arrival of a new Ingmar Bergman film to these shores has become a motion picture industry event. The same held true last night undreds of industry notables, show business sonalities and members of the diplomatic s turned out for the American premiere of famed director's provocative new film, "The gin Spring," at New York's Beekman Thea- Lovely Swedish actress Gunnel Lindblom, appeared in Bergman's triumphant "Wild wberries" and "The Seventh Seal," and who stars with Max von Sydow in "The Virgin ing," was on hand to spark the opening night ceedings. A special reception at the Swedish lding in her honor followed the premiere. duced by Svensk Filmindustri, "The Virgin ing" is being released in this country by Janus ns.



Crowds converge on the Beekman Theatre, scene of the American premiere of Bergman's "The Virgin Spring." Lines began forming at 3:30 in the afternoon and extended around East 66th Street from Second Avenue.



nus Films executives are on hand to greet the celebrity-studded audience. om left, Bryan N. Haliday, Janus president; Cy Harvey, Janus treasurer; urry Morris, vice-president B. S. Moss Theatres, and Ira Michaels, Janus ce-president.



Swedish actress Gunnel Lindblom provides an eye-arresting center of attraction flanked by, from left, playwright Tennessee Williams, director Frank Corsaro, Swedish foreign Minister Osten Unden and the actress's husband Dr. Sture Helander.



Among the industryites attending the premiere are Robert S. Ferguson, national director of advertising, publicity and exploitation for Columbia Pictures, and Mrs. Ferguson.



Autograph hunters surround lovely Miss Lindblom, as she arrives at the Beekman for the premiere of the latest of Bergman's unusual films. With the Swedish star is her husband Dr. Helander.



Eugene Picker, president of Loew's Theatres, and Mrs. Picker are among the notables attending.

(Advt.)

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A PROBLEM!

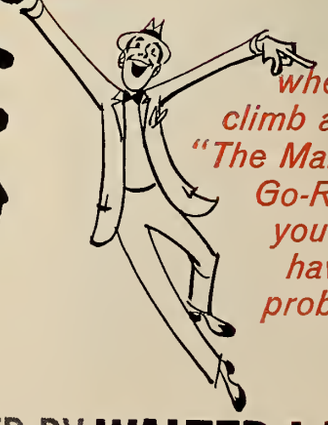
JAMES
Mason
THE HUSBAND WITH
A PROBLEM!



JULIE
Newmar
THE PROBLEM!!!

20th Century-Fox Presents

THE MARRIAGE GO-ROUND



when you climb aboard "The Marriage-Go-Round" you won't have any problems!

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PRODUCED AND WRITTEN BY **LESLIE STEVENS** / DIRECTED BY **WALTER LANG**

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 94 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 16, 1960 TEN CENTS

J. Allied

otes to Send of J Letter o Attorneys

esses Trade Practice tion; Asks Skouras Meet

Dissatisfied with the answer of Rob- Bicks, Assistant U.S. Attorney neral in charge of the Anti-Trust ision, to its recent communication trade practices applicable to the w Jersey area, Allied Theatre Own- of New Jersey yesterday directed ney Stern, president, to get legal nion on several phases of the Jus- official's reply.

The text of Bick's letter to Jersey ied was not made public pending eipt of some reaction from its coun-

(*Continued on page 2*)

lochrie Says 'Ben-Hur' lay Hit $100 Million

"Ben-Hur" in its first year "has lled up, theatre for theatre, the big- st grosses and the longest engage- ents of any picture in the history of e business," Robert Mochrie, MGM neral sales manager, said yesterday the film approaches its first anni- rsary at Loew's State here Friday.

"The figure of $100,000,000 world-

(*Continued on page 7*)

lerchandising Package 'or 'Wizard' Outlined

A merchandising package for 20th entury-Fox's Christmas release, The Wizard of Baghdad" was out- ned in detail here yesterday by harles Einfeld, vice-president

The package consists of a national

(*Continued on page 2*)

ELEVISION TODAY—page 6

Britons Hold that U.K. Leads Way In the Field of Automatic Projection

By WILLIAM PAY

LONDON, Nov. 14 (By Air Mail).—Britain is leading the way in the press-button film projection age.

Some 300 theatres have already equipped with Rank Precision Industries' Projectomatic which handles automatically the running of the show and further installations are taking place at one a week.

A recent survey revealed that there is an acute awareness amongst British exhibitors that today's patrons have a

(*Continued on page 7*)

Sherman Will Receive Human Relations Award

Benjamin Sherman, chairman of the board of ABC Vending Corp., will be this year's recipient of the Human Relations Award, given by the amusement industry on behalf of Joint Defense Appeal. It was announced by Martin Levine, general manager of Brandt Theatres and present JDA amusement industry chairman.

The dinner, to be held Monday,

(*Continued on page 7*)

47 Industry Leaders To Be on Pioneer Dais

Forty-seven industry leaders, civic officials and entertainment world celebrities will sit on the dais at the Motion Picture Pioneers' dinner Monday night honoring Joseph E. Levine as Pioneer of the Year. The 22nd annual affair will be held at the Waldorf-Astoria Hotel.

The dais invitees includes Charles Alicoate, Barney Balaban, Robert Benjamin, Harry Brandt, George Dembow, Sam Dembow, Jr., Ned E.

(*Continued on page 2*)

MMPTA to Induct New Officers on Dec. 6

Leslie R. Schwartz, president of Century Theatres, will be inducted as president of Metropolitan Motion Pieture Theatres Association at a luncheon meeting of the board of directors of the association to be held at the Hotel, Astor, Dec. 6.



Leslie R. Schwartz

At the same meeting Sol A. Schwartz, president of RKO Theatres, will be installed as chairman of the board. Russell V.

(*Continued on page 7*)

Stipulation in the Phonevision Case Accepts Estimates on Service Costs

By E. H. KAHN

WASHINGTON, Nov. 15.—All three parties to the Hartford Phonevision case, now pending before the Federal Communications Commission, have entered a stipulation concerning certain technieal data and other material. The stipulation includes acceptance of Hartford Phonevision's statement that on an assumed installation of 10,000 pay-tv decoders, the service cost would be $188,700 and the repair cost would be $99,000, for a combined average of $28.77 per decoder.

The parties also stipulated that in 1958, when about 10 per cent of total television receivers were newly in-

(*Continued on page 7*)

Opens Dec. 15

Advance Sale For 'Exodus' Over $1Million

Krim Sees Achievement As Industry 'Milepost'

(Pieture on page 3)

The advance sale for "Exodus" passed the $1,000,000 mark this week, a month before the picture's premiere at the Warner Theatre here Dec. 15, Arthur Krim, United Artists president, told a trade press conference at the U.A. home office board room yesterday.

The advance sale covers the picture's first nine roadshow engagements, starting from Dec. 15, next, to Feb. 8, 1961, in about half of which the box offices are not yet open

(*Continued on page 3*)

Downing Heads Group For Johnston Dinner

Russell V. Downing, president and managing director of Radio City Music Hall, will be ehairman of a committee of arrangements for the testimonial dinner which is to be given by COMPO for Eric Johnston in observance of the latter's fifteenth anniversary as president of Motion Picture Ass'n.

Announcement of the appointment

(*Continued on page 7*)

Deadline, but No Strike; AFTRA Talks Continue

Talks between negotiators for the American Federation of Television and Radio Artists and the four major networks will continue here today, after having recessed at 5 P.M. yesterday, the date set by the union as a deadline to signal the calling of a

(*Continued on page 7*)

in the EAST it's MOVIELAB for... COLOR BLACK & WHITE FOR YOUR SCREENINGS Film & Tape EDITING & STORAGE Rooms MOVIELAB BUILDING 619 W. 54th ST. NEW YORK 19. JUDSON 6-0360

PERSONAL MENTION

RUBE JACKTER, Columbia Pictures vice-president and general sales manager, has returned to New York from the Coast.

•

ROGER H. LEWIS, United Artists vice-president in charge of advertising, publicity and exploitation, left New York yesterday for Hollywood.

•

HARRY GOLDSTONE, general sales manager of Astor Pictures and Atlantic Television, has left here for New Orleans, Dallas and the Coast.

•

ELIAS SCHLENGER, Fabian Theatres division manager, has returned to Albany, N. Y., from here.

•

PHIL DAVIS, producer-director of Cinemagic's "Hound for Hire," has arrived here from Paris for conferences with ARTHUR EPSTEIN, president of Cinemagic.

•

LEO SEICSHNAYDRE, sales manager for Howco Pictures in New Orleans, is recuperating at his home there following hospitalization.

•

ROSS HUNTER, producer of "Midnight Lace," has returned to Hollywood from New York.

•

HARRY ROGOVIN, Columbia Pictures district manager, is in Oneida, N. Y., from Boston.

•

SPENCE PIERCE, city manager of Family Drive-in Theatres, Knoxville, Tenn., has returned there from Atlanta.

•

SHEILA GABRILOVE, daughter of HAROLD GABRILOVE, exhibitor and former chief barker of the Albany (N. Y.) Variety Club, will be married Saturday to RONALD I. RICHARDSON.

•

J. D. WOODWARD, publicity representative for Warner Brothers in Atlanta, is hospitalized there for surgery.



D. of J. Letters

(*Continued from page 1*)

sel, Harold Rome of Philadelphia. However, Stern conceded the letter was "not encouraging."

"Some of it we do not agree with," Stern said, "and that is why we are seeking a legal opinion. Also, there are parts of it that we want to get into the record, regardless of the fact that it may become academic in consequence of last week's election results."

Stern's reference was to the prospect of designation of a new Attorney General, possibly with a change of policy in the anti-trust division, after the first of the year.

Twelve Complaints Listed

It was indicated that Bicks had replied that the trade practices complained of by Jersey Allied are not illegal in the absence of evidence of collusive action. As reported in MOTION PICTURE DAILY on Oct. 26, the organization listed 12 alleged trade practices and their effects on the public as well as theatre owners, and inquired whether they were in violation of the Paramount case decrees and, if so, what the remedy is.

Bick's reply was submitted to the national Allied board meeting in Chicago last week but no action was taken on it. A similar trade practice communication had been addressed to the attention of major companies earlier by former Allied president Al Myrick, who had received replies mainly consisting of denials of the alleged practices.

The Jersey organization also directed Stern to wire Sypros Skouras, 20th Century-Fox president, concerning a purported commitment he made to a committee of four exhibitors on selling policy for "Can-Can" in New Jersey.

Called Policy Reversal

Acting for the organization's emergency defense committee Stern told Skouras that the release policy for "Can-Can" being followed in New Jersey "is a complete reversal of your policy. Can we meet with you to discuss it at your earliest convenience?"

Stern did not elaborate on the policy said to have been specified at the earlier meeting with the exhibitor committee, at which sales policies for "South Pacific" and "Peyton Place" also were discussed, it was said.

Gerard Speaks Today

Phil Gerard, Universal-International Pictures eastern advertising and publicity director, will be the guest speaker today at the Walter Reade theatre managers semi-annual meeting at the circuit home office headquarters at Mayfair House in Oakhurst, N.J. Gerard will address the more than 50 theatre managers on "Merchandising in a Changing Industry".

Form National Realty As NT&T Subsidiary

From THE DAILY Bureau

HOLLYWOOD, Nov. 15. — Formation of National Realty as a division of National Theatres & Television, Inc. was announced today by B. Gerald Cantor, NT&T president.

Cantor, now in Europe to explore various diversification projects that have been brought to NT&T's attention, made the announcement through his Beverly Hills office.

National Realty will develop NT&T's extensive property holdings under direction of Irving Epstein, who has been appointed president of the division. Epstein has been associated with NT&T for the past 35 years.

Cantor pointed out that NT&T's property holdings in 19 states have outstanding development potentials. He said such properties as theatre parking lots are, generally, in prime real estate areas suitable for construction of new multi-story office and parking structures.

Isaacs Is Telemeter Franchise Director

Phil Isaacs has been appointed to the newly created position of director of franchise operations in the U.S. and Canada, it was announced by Louis A. Novins, president of International Telemeter Company. A veteran of 14 years in the motion picture industry, Isaacs in his new post will devote himself to the development of Telemeter franchise operations both here and in Canada, and will serve as liaison between International Telemeter Company and its franchise holders.

Isaacs has resigned from the Fruchtman Theatres organization in Baltimore, where he was associated with Jack Fruchtman, to take over his new duties with Telemeter. Before joining Fruchtman he had served with Paramount Film Distributing Corp. in executive capacities including assistant to vice-president Hugh Owen and manager of the Rocky Mountain division.

New 'World Premiere' For 'Gone' in Atlanta

Special to THE DAILY

ATLANTA, Nov. 15.—A new "world premiere" will be given the revival of MGM's "Gone with the Wind" here next year in connection with the Georgia Civil War Centennial. The film will open on March 10 at Loew's Grand Theatre where it first made its debut in December, 1939.

Peter Zack Greer, chairman of the Centennial, said invitations will be issued to surviving members of the original cast to attend the new event. In addition other celebrities of stage and screen will be on hand.

Pioneer Da

(*Continued from page 1*)

Depinet, Jay Emanuel, Gus E... Simon H. Fabian, Leopold Frie... William J. German, J. D. Gort... sky, Abel Green and Willia... Heineman.

Also, George Jessel, Eric John... Ben Kalmenson, Dr. Israel ... Harold G. Kern, Alan King, M... Kirsch, Arthur Krim, Goffredo ... bardo, Jimmy McHugh, H. H. ... tin, Robert Mochrie, Abe Mont... John J. O'Connor, Judge Ferdi... Pecora, Eugene Picker, Martin ... ley, Milton Rackmil, Sam Ri... Herman Robbins, Sam Rosen, ... Schneider, Sol A. Schwartz, ... Shylen, Spyros Skouras, Eddie ... mon, Joseph Vogel, Ambassador J... W. Wadsworth, Richard Walsh, ... Warner, Jonathan Winters and Ad... Zukor.

'Wizard' Package

(*Continued from page 1*)

tour through 300 cities and t... by 20 magicians, or "geniis," hire... the film company; a tie-up with V... Products Corp., involving 26... chain novelty and department st... a 16-page coloring book distrib... through 17,000 five and dime st... stationery stores and drug and de... ment outlets; a 20th-Fox recordin... the title song by star-of-the-film ... Shawn backed by a national m... trade advertising campaign. Als... fullcolor comic strip ad pl... through the Metro and Puck n... paper syndicates; an immense r... and television promotional camp... revolving around a special 3-minut... short subject which will be distrib... free to 2,500 tv stations across ... country; plus 9 individual tv spots ... 11 radio spots; and a country-w... tour through the nightclub net... by Dick Shawn.

The attraction bows on a sat... tion basis through the U.S. and C... ada for Christmas. The debuts ... be supported by the merchandis... package and a dual-appeal adver... ing campaign aimed at both you... sters and adults.

Sponsor 'Revere' Bow

The evening performance of ... American premiere of Roberto Ros... lini's "General della Rovere," on M... day at the Paris Theatre here, will ... sponsored by the America-Italy ... ciety. Continental Distributing is ... leasing the film.

SALESMAN WANTED

To handle industrial and public rela... tions films, also, Television Comme... cials. Submit resume to

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BC Vending Earnings se to $2,000,783

ABC Vending Corporation's earnings for the first 39 weeks ending September 25, totalled $2,000,783—an increase of $49,564 over the first nine months of 1959, Benjamin Sherman, chairman of the board, reported yesterday.

Sales and other operating revenues the first 39 weeks of 1960 ounted to $54,553,441 as compared with $52,253,912—an increase $2,299,529 over the comparable 59 period.

The figures include all sales and rnings of Tri-State Automatic Candy rp. from June 7, 1960. Formerly a -per cent-owned affiliate, Tri-State now a 100 per cent owned subdiary.

Included in net income after taxes r the 39 weeks ended September 25 e expenses involved in funding the ployees pension and executive-tirement plans applicable to the riod. There were no corresponding penses in 1959. Stockholders had proved the plans at the annual eeting held on April 27, 1960.

Great Wall' Released Without AromaRama

"Behind the Great Wall,," documentary on Red China released last ear with the AromaRama process is ow being handled by Continental istributing, Inc. in conventional ashion without the scent technique. he picture opened in Washington, .C. at the Apex Theatre last week nd took in over $6,000 for the first eek, breaking the house record, according to Carl Peppercorn, general ales manager of Continental.

Charles Felleman of Continental's xploitation staff is going to cities for he new openings to put special emphasis on promotion among school, lub and civic organizations.

Lyanne, Trojan in Deal For Filming in Portugal

From THE DAILY Bureau

HOLLYWOOD, Nov. 15. — Producer-director Francis Lyon's Lyanne Productions, in association with Trojan Productions, headed by Ralph Andrews and Irwin Buckspan, have entered into a deal with Tobis Portugese Films for co-production in Portugal of "Time Bomb" from a script by George and Gertrude Fass.

George Nader and Katy Jurado will co-star in the melodrama to be filmed in and around Lisbon.

Ohio Censorship Proponents Defeated

Special to THE DAILY

COLUMBUS, O., Nov. 15. — State Senator Tom O'Shaughnessy and Rep. Paul Lynch, Democrats, leading proponents of censorship legislation in the last session of the Ohio Legislature, were defeated in their bid for re-election.



"EXODUS" press conference: Max Youngstein, UA vice-president; Arthur Krim, UA president; George Schaefer, producer's representative; and William Heineman, UA vice-president in charge of distribution.

'Exodus' Sale Over $1 Million

(*Continued from page* 1)

for ticket sales, the advance sales in these having been made by mail order.

"We feel the advance sale is a historic milepost in the motion picture business," Krim said. "Never before has there been any advance sale even remotely like it.

"We believe it should be of interest to everyone concerned with the good health of the film business. Moreover, we at United Artists have seen the picture and we are confident it fulfills the public's expectations, as great as this remarkable advance sale indicates those expectations to be."

The advance sale of specifically $1,011,055 was broken down by U. A., distributor of the Otto Preminger production, as follows: Warner Theatre, New York, $611,878; Fox Wilshire, Los Angeles, $123,767; Cine-Stage, Chicago, $109,290; Saxon, Boston, $58,976; Sheridan, Miami, $36,586; Mayfair, Baltimore, $19,555; Mercury, Detroit, $18,221; Empire, Kansas City, $17,644, and Tower, Dallas, $15,135.

In Boston, it was noted, sales of $37,000 were recorded after the first ad ran on Oct. 18.

William J. Heineman, U. A. vice-president, said the advance sale at the Warner Theatre here is expected to pass the $1,000,000 mark before the Dec. 15 opening. With the house scaled at $3.50 top and with two shows daily, the Warner could gross $38,000 a week at capacity, or $2,200,000 in a year.

Tickets have been printed to Dec. 31, 1961, for the Warner here, where a daily box office sale of from $1,500 to $1,700 has been recorded since the sale was started Oct. 31.

In reply to questions, George J. Schaefer, producer's representative for Preminger, said that while clubs and other groups accounted for a substantial part of the advance sale at the Warner to date, sales at the box office have been building since the start. None of the group sales has been made at a price discount, it was emphasized, and no orders from groups for Friday-Saturday performances have been accepted.

Approximately a dozen additional openings have been set for shortly after the first of the year.

U.A. executives at the conference in addition to those named included Max E. Youngstein, vice-president; Roger Lewis, vice-president; David Picker, Fred Goldberg, Mort Nathanson, Milton Pickman, and Nat Rudich of the Preminger office.

Golding to Cantinflas On 'Pepe' Publicity

David Golding, well known industry publicity and advertising executive, has been named personal press representative for Cantinflas, who plays the title role in "Pepe," the George Sidney-Posa Films International production, Jonas Rosenfield, Columbia vice-president in charge of advertising-publicity, announced yesterday.

Golding will report to Sidney in Hollywood immediately and will leave with him next week for Mexico to confer with Cantinflas regarding personal appearances of the star in conjunction with international premieres of "Pepe." Golding has been associated with Samuel Goldwyn, Otto Preminger and others in advertising-publicity capacities and just completed an assignment with Norman Panama and Melvin Frank as their executive aide on "Facts of Life."

Roosevelt Theatre in Miami Sold to Caplans

Special to THE DAILY

MIAMI, Nov. 15. — Nal-Pac Enterprises, theatre circuit extending from Florida to New Jersey, has announced the purchase of the Roosevelt building at Miami Beach for an undisclosed amount. This property, originally built at a cost of three-quarters of a million dollars, gives the fast growing circuit a flagship.

Nal-Pac, which in motion picture circles is known as Caplan spelled backwards, previously operated the Roosevelt on a lease, starting in 1956, and now becomes sole owner of the property. The theatre, which will be operated under the ownership and direction of the Caplan family, will specialize in reserved seat attractions on a two-a-day policy. The Caplans have just completed negotiations to have the Southern premiere of "The Alamo" on Dec. 26.

TENT TALK

Variety Club News

NEW ORLEANS—More than 1,000 persons attended the champagne luncheon and fashion show of Tent No. 45 at the Jefferson Downs clubhouse. Proceeds went to the crippled children's benefit fund, Variety's new heart project. The committee in charge was headed by Mrs. C. Ray "Helen" Edmonds. Mayor deLesseps Morrison presented the door prizes, of which there were a considerable number.

△

BUFFALO—Michael F. Ellis, Jr., president of the Ellis Advertising Co., Buffalo, has been elected chief barker of Tent No. 7. He succeeds Alfred E. Anscombe. Other new officers for 1961 are: James J. Hayes, manager of the Cinema, first assistant chief Barker; Nathan Dickman, of B & D Film Distributors, second assistant; Thomas Fenno, of the WKBW sales staff, property master, and Myron Gross, of Co-Operative Theatres, dough guy.

△

TORONTO—Phil Stone is the first member of the broadcasting industry to be chosen head of Variety Club of Ontario, Tent No. 28. He is promotion director of Radio Station CHUM, Toronto. Frank Strean was elected first assistant chief barker, Dr. J. C. Egan dough guy and Chet Friedman property master. New canvasmen include Hy Bossin, Frank H. Fisher, and Sam Shopsowitz. Crew members returned are George Heiber, Ernest Rawley and Don Summerville.

Merchandisers, Buyers At 'Gulliver' Show Here

Top fashion buyers, newspaper and syndicate fashion writers and other representatives of the press attended a special "The 3 Worlds of Gulliver" fashion show breakfast at the Statler Hilton Hotel here yesterday. Co-sponsored by Columbia Pictures, who will release the film, and Ed Biel and Associates, the breakfast was the highlight of Columbia's merchandising campaign for the picture.

Addressing the more than 100 key merchandisers and buyers in attendance, was Richard Kahn, Columbia's exploitation manager. He outlined the company's complete campaign and, on the special closed circuit television hook-up, presented the film's trailers. The television coverage was unique for a motion picture project. Sylvania arranged for television sets to be located throughout the Gold Ballroom to enable each individual product to be clearly displayed.

The fashion show staging and commentary was by Joan Kennel, expert in the field. A special kit, including samples of the Gulliver fabrics made by Happy Cottons, Inc., for all of the merchandise, was given to all attending. The paperback edition of the Jonathan Swift classic was included in the kit.

The RADIO CITY MUSIC HALL will be



Metro-Goldwyn-Mayer's hilarious new comedy with the

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DOLORES HART • GEORGE HAMILTON • YVETT
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Who's Where

Melvyn Douglas, stage and film star, has been signed for a new half-hour television series, "The Hidden Key," based on real life psychiatric cases, it has been announced by **Jack Goldstein,** executive producer for Tri Video Corp. **Morton Wishengrad** will be writer and script editor for the series, which will be produced and directed by **Mitchell Grayson.**

□

William E. Huston has joined Transfilm-Caravel Incorporated as vice-president in charge of tv commercial sales, it was announced by **William Miesegaes,** president of the business communications, tv and industrial film production company. Formerly, Huston was director of international sales at Filmways, Inc. Prior to his last position, Huston was for three years sales and promotion manager with MPO Productions, Inc. From 1952 until 1954, he was sales manager for tv commercial films at Screen Gems.

□

Symon B. Cowles has been named director of advertising and promotion for the Metropolitan Broadcasting Corporation's New York station, WNEW-TV, effective immediately, it was announced by **Bennet H. Korn,** executive vice-president in charge of television for the corporation. Cowles comes to his new position from the corporation's Washington, D.C. station, WTTG-TV, where he held a similar post.

Ford, at NAB Meeting, Skirts Pay-TV Subject

From THE DAILY Bureau

WASHINGTON, Nov. 15. — Federal Communications Commission chairman Frederick W. Ford made only the barest mention of pay-tv in addressing the regional fall conference of the National Association of Broadcasters here today. He merely said that the record in the Hartford Phonevision application for a pay-tv test "has moved along very rapidly," implying that it may soon be decided.

Ford stressed his belief that an all-channel television receiver is needed for the U.S. market, stating that if Congress does not impose this requirement by legislation "then we will have to solve it on some administrative basis which, I'm afraid, will not be quite as satisfactory.

He indicated that, for the most part, the principal issue at stake concerning community-antenna television systems—duplication — has solved itself, but he expects to have more to say on this question in the near future.

Ford would like FCC to have authority to deal with the duplication problem in the limited number of areas where this remains a problem.

The FCC chairman noted that the commission had opposed network licensing bills that were before Congress last year, but said he would like FCC to be able to do on a direct basis with the networks what it now does with stations.

In the coming session of Congress, Ford observed, FCC will be called on to discuss television channel allocations. FCC is also considering making recommendations concerning rules to govern transfers of stations and mergers, he declared.

Ford also said he hopes to be able to speed FCC's internal procedures so that license applications can be processed more rapidly.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

THE second episode of "Winston Churchill—The Valiant Years," which will be seen Sunday, Dec. 4 (10:30-11 P.M. EST) over ABC, titled "The Combat Deepens," will feature the voice of Richard ("Camelot") Burton speaking "Churchill's words" with Gary Merrill narrating. This seg highlights the naval action during Britain's darkest days of World War II. The dramatic series is an AVC-TV Production in association with Jack LeVien International Productions and Screen Gems. . . . Songstress Felicia Sanders rebooked into The Living Room in Gotham Nov. 28—a repeat for the vocalist in less than 3 months. . . . Jeff Chandler will star as "David," in a special 2-part ABC-TVehicle filmed in Israel and based on the life of the Biblical Hebraic King. . . . Hollywood Lark Constance Towers, who'll be seen on Christmas Day in Shirley Temple's "Babes In Toyland" telefilm, has been signed for an indefinite warbling engagement at the Persian Room at the Plaza in Gotham. . . . General Foods will sponsor "Lunch With Soupy Sales" when the Detroit-originated ABComedy show resumes Saturday, Dec. 3 (12-12:30 P.M.) after a six-week sked break to make room for the telecasts of the N.C.A.A. football games. . . . Herb Sussan will be Exec Producer and Jack Hurdle Producer of the lampoon show which the Academy of TV Arts & Sciences will present Fri, Jan. 13 at the Waldorf-Astoria to honor Ed Sullivan, N.Y. Chapter's first Prexy. . . . United Artists will distribute "The Last Time I Saw Archie," which re-unites Robert Strauss and Harvey Lembeck ("Stalag 17") in a comedy by William Bowers. Co-starring Jack Webb and Robert Mitchum, the film will be a special project, the deal involving Mark XII (Webb) Talbot (Mitchum) and Manzanita (Bowers) respective production firms. . . .

☆ ☆ ☆

A special full hour program starring Dave Garroway and titled "Dave's Place" will be NBChannelled Friday (9-10 P.M.). Program will be a pictorial account of how Dave feels about Rockefeller Centre in general and the RCA Bldg. in particular; in between shots of the skating rink and some of the studios, including that whence "Today" originates; Dave will tell of the days, back iu 1937, when he was a Page Boy assigned to Studio 8 H. . . . Lush Thrush Jan McArt has been signed to star in Stanley Melba's Cotillion Room Production of "Anything Goes" next month at the Hotel Pierre in N'Yawk. . . . It undoubtedly is an unusual method of inviting us to the "Thanksgiving Day" Party and because our portable victrola is in the repair shop we almost didn't get to hear the disk which proved a musical invitation to attend the Music Makers wing-ding. But we took it over to Bud Ford's office at nearby NBC and listened to it on Bill Wyse's turntable. (That's why there'll be three of us at the party Friday, Bill, Bud and us.) . . . The Dec. 15th seg of "The Untouchables," ABCrime Doesn't Pay thriller will star Sam Levene portraying "Larry Fay" with June Havoc appearing as his "moll." . . . Jackie Coogan will be seen as an "Indian Chief" on "Guestward Ho!" over ABC-TV Dec. 15. Another former child star of the movies, Peggy Ann Garner will be featured Tuesday, Dec. 6 in the "Tonight At 12:17" seg of "Alcoa Presents" on the same net. . . . Ernie Kovacs and his wife Edie Adams arrive Friday on the Leonardo da Vinci from Italy where Ernie starred in the Columbia flicker, "Five Golden Hours." They leave for Hollywood Nov. 27 to tape next season's TV series. . . . Christopher Plummer will CBStar Jan. 18 when "Dupont Show of the Month" telecasts "Prisoner of Zenda." In another CBSpecial, "Vanity Fair," adapted by Roger Hirson from Wm. Thackeray's classic novel, Joan Fontaine will appear as hostess; presented in 2 one hour shows, Friday and Saturday, Jan. 13 and 14 (7:30-8:30 P.M.) . . . The 34th annual Macy's "Thanksgiving Day Parade," skedded Thursday, Nov. 24 (11-12 noon) TVia NBC, will feature 2 top moppet personalities, Bob (Howdy Doody) Smith and Paul (Mr. I- Magination) Tripp. . . .

Broadcasting Personnel Theme at NAB Meet

From THE DAILY Bureau

WASHINGTON, Nov. 15. — Broadcasters attending the National Association of Broadcasters' fall conference here were told that people are the main ingredient of their industry and successful operations demand the best techniques in their employment.

The subject was explored by executives of the broadcasters during the opening conference session. The overall theme was "People and Profits."

Howard H. Bell, NAB vice-president for industry affairs, presided. Others participating were Wilson Carlisle, manager of station relations, John M. Couric, manager of public relations, and James H. Hulbert, manager of broadcast personnel and economics.

Dr. Bruce A. Linton, president of the Association of Professional Broadcasting Education, suggested that the industry offer scholarships and summer jobs to exceptional students to encourage them to train for careers in radio and television.

Sees 'People' Vital to Profits

Bell told delegates that the "importance of people to profits" is clearly evident by the fact that a mistake in salaries, staffing or other management problems "could spell the difference between profit and loss." He pointed out that nearly 60 cents of every radio dollar and about 55 cents of each television dollar are spent on wages and salaries.

Hulbert warned that overstaffing and poorly-planned salary schedules can destroy profits of an otherwise successful station. He urged broadcasters to compare their own costs and profits with analyses prepared by the NAB and the Federal Communications Commission. By using such material, he said, "you can see the trend in the industry in your market size and in your own market. You can tell whether you are keeping with the trend, falling behind it, or running ahead."

Wants 'Successful Convincers'

Carlisle, in a talk and film demonstration, described new techniques in the art of getting people to accept ideas or products. He said broadcasters must be "successful convincers" if they hope to convince people and to gain greater profits.

Linton, chairman of the radio-tv film department of the University of Kansas, said APBE's membership now includes 55 schools which are "seriously engaged in realistic programs of education for broadcasting" and which have more than 2,000 students "who eventually hope to work in broadcasting."

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Phonevision

(*Continued from page* 1)

alled, the average yearly installation id service cost per set was $22.79. The stipulation also includes a sur- y of the results of the Telemeter peration in Canada submitted by the roadcast Bureau and earlier reported MOTION PICTURE DAILY. "There as one omission in this survey," cording to the firm that made it— one asked whether the homes that atched Telemeter programs during ié period also watched free-tv. The rvey shows, however, that of the 04 interviews completed among elemeter homes over a three-day eriod in mid-October, 183 shows ere seen.

The 204 homes in which 183 shows ere seen spent a total of $163.50 r their pay-viewing. The 204 fami- es' average weekly expenditure was 0 cents.

AFTRA Talks

(*Continued from page* 1)

trike which would have affected per- ormers in New York, Chicago and os Angeles. The negotiations are be- ig held at the CBS offices, and were eported yesterday to have progressed o the point where a walkout is con- idered extremely unlikely. The net- works involved, in addition to CBS, re NBC, ABC and Mutual.

Spokesmen for the union reported ast night that agreement had been eached in several areas but that the wo factions were still seeking to find ommon ground on the subjects of ive and taped TV shows and pay- nents to actors appearing in commer- ials.

Sherman Honored

(*Continued from page* 1)

Dec. 12, at the Waldorf Astoria, will represent a major event in the indus- ry's campaign to raise funds in support of human-rights programs current with JDA's two constituent agencies, the American Jewish Com- mittee and the Anti-Defamation League of B'nai B'rith.

Sherman, who heads one of the largest nation-wide vending-conces- sionaire organizations in the country, pioneered in the motion picture indus- try. Before embarking on his machine vending services career, he operated a chain of 32 motion picture theatres.

His many philanthropic endeavors include his work for the United Home for the Aged Hebrews in New Ro- chelle. He served as the charity's president for several years and has been named the institution's honorary president. He is vice-president of the Hebrew National Orphan Home and is active in the Young Men's Philan- thropic League.

Joint Defense Appeal, the primary fund-raising agency for the American Jewish Committee and the Anti-Defa- mation League of B'nai B'rith, is seek- ing a national total of $6,100,000 for support of programs to combat dis- criminatory practices and group-in- tolerances.

Asks That TV Code Unit Pre-Screen Post-1948's

From THE DAILY Bureau

WASHINGTON, Nov. 15. — E. K. Hartenbower, of the Television Code Review Board, today told a National Association of Broadcasters meeting that the board is trying to pre-screen all post-'48 films that have been made available for television before they are distributed to broadcasters. He noted that at least one "package" of films that is being offered contains 12 "questionable" pictures.

NAB vice-president Charles H. Tower commented on pay-tv, saying that this "old chestnut" is still around and that no one knows what the future will bring in regard to the Hartford Phonevision test application. He said that he thought NAB had gotten its anti-pay-tv story across to FCC at the Hartford hearings, despite procedural difficulties.

Expects Decision Soon

He added that he believes that under pay-tv the public will get little or nothing more than it now receives and yet will have to make a direct payment. He thinks the FCC decision on the pay-tv test will be out in three or four months.

Commenting on the Telemeter test in Etobicoke, Tower observed that "it isn't a complete bust at this point. On the other hand, it's far from a dramatic success."

Tower thinks it will take at least another year to judge the Canadian experiment's success.

Tower noted that NAB's efforts to persuade Congress to regulate community - antenna television systems failed in the last session of Congress. Another try will be made next year. He said that the question of a station's property right in its signal is being litigated by a group of Salt Lake City stations, and that United Artists is testing the validity of its copyright interest in program material picked up by community-antenna systems.

Sees Result Significant

If FCC's New York City ultra-high-frequency test is successful, Tower said, it will be a "large boost in the direction of a move upstairs" for all television licensees. Whether it succeeds or fails, it will have a significant impact on television channel allocations, he added.

MMPTA Officials

(*Continued from page* 1)

Downing, Emanuel Frisch and Schwartz, members of the MMPTA inauguration luncheon committee, announced that the meeting will be attended by leaders of all branches of the industry.

4th 'Sunday' Week Big

"Never On Sunday" racked up a tremendous gross of $25,457 during its fourth week at the Plaza Theatre, it was announced by Ilya Lopert, president of Lopert Pictures.

Ullman, Weinstein Form New Ad Agency

Special to THE DAILY

ALBANY, Nov. 15.—Northeast Advertising Corporation has been formed, with Irwin Ullman, general manager of Hellman Philadelphia drive-ins, and David Weinstein, manager of the new Hellman in Albany, as top officers to serve theatre, motel and hotel accounts. Its Albany office is at 1375 Washington Ave., address of the Hellman-owned Thruway Motel and of the Hellman theatre. A Philadelphia office will also be maintained.

In addition to the Hellman theatres accounts, the new agency will specialize in servicing multiple-run film advertising, according to Ullman.

Say U.K. Leads Way

(*Continued from page* 1)

right to expect faultless showmanship, and Projectomatic undoubtedly aids modern film presentation. The British installations are in houses that vary in size and type from city centre houses to news theatres and small independents.

Users Listed

Current users include: Granada Theatres; Star Cinemas; the J. Brennan Circuit; Jacey Cinemas; the Shack Hyde Circuit; Cheshire Country Cinemas; Theatre Administration; Essoldo and Rank's Circuit Management Association.

This British invention, the large model of which performs automatically the main functions during a continuous film performance, provides the operator with a "robot" assistant. With this work taken off his hands he can pay closer attention to accurate focusing and adjustments to compensate for variations in the film. He can ensure consistent light valuation and pay attention to dramatic sound effects. In short—he can indulge in showmanship.

Acceptance Almost 100%

Projectomatic has been almost 100 per cent accepted by operators who use it. They have discovered that it is an aid rather than a displacement of labor. It is a foolproof system, operated by no more than two men, that means more leisure time for the operator and enables him, in fact, to leave the box unattended for 15 minutes at a time.

The actual functions that can be performed by Projectomatic, according to the type installed, are: Start and stop projector motors; strike and extinguish arcs; open and close dowsers; change-over of picture and sound (single track optical or multi-track magnetic); start and stop non-sync. motor; amplifier system—sound-on-film to non-sync. and vice versa; open and close curtains; dim footlights and houselights through a reactor dimmer; operate screen masking for three aspect ratios.

Can Take Color Selector

In addition, a color selector system can be fitted, giving facilities for preselection of various combinations of three-color circuits or house-lights.

Downing Head

(*Continued from page* 1)

was made yesterday by Charles E. McCarthy, executive vice-president of COMPO, following a meeting of representatives of the constituent COMPO groups in McCarthy's office.

Present at the meeting were Kenneth Clark, representing MPAA; D. John Phillips, representing MMPTA; Martin Levine, representing ITOA and Variety Clubs International; Al Floersheimer, representing TOA, and Martin Quigley, Jr., appointed by Jay Emanuel of the COMPO trade press committee to represent the industry's trade papers. A representative of National Allied is a member of the group, but was unable to attend.

Hollywood Stars to Attend

The group discussed preliminary plans for the dinner, which, it is expected, will be attended by top Federal, State, municipal and civic figures, besides persons from all over the country prominent in exhibition, distribution and production. A large delegation of Hollywood stars, directors and producers is also expected to attend.

According to McCarthy, arrangements will be made immediately to fix the time and place for the affair, which, he said, gives promise of being one of the outstanding social events in the industry's history.

Mochrie Estimate

(*Continued from page* 1)

wide gross has been considered impossible in the past," he added, "but, if any picture is to reach that figure, it surely will be 'Ben Hur.'"

It has opened in 325 cities throughout the world and has already amassed over $40,000,000 at the box office. Of that total $30,000,000 represents the 270 United States and Canada engagements and the rest is from the 55 overseas engagements where "Ben-Hur" is also heading for all-time records.

Anniversary celebrations are coming up next week at the Egyptian, Los Angeles; the Saxon, Boston; and the Boyd, Philadelphia. They will be joined before the first of the year by the Coronet, San Francisco; University Theatre, Toronto; Michael Todd, Chicago; London is also getting set for an anniversary celebration Dec. 16.

$2,400,000 in New York

Six theatres have followed the lead of Loew's State, which has grossed over $2,400,000 at the box office in its first year, by grossing $1,000,000. They are the Boyd, Philadelphia; Egyptian, Los Angeles; the Coronet, San Francisco; the Michael Todd, Chicago; and the Empire, London.

Nine other cities have already topped a half-million at the box office: The Saxon, Boston; Alouette, Montreal; University, Toronto; Lincoln, Miami; United Artists, Detroit; Warner, Washington; Warner, Pitsburgh; Theatre Tokyo, Tokyo; Nangai Gekijo, Osaka.

"Ben-Hur' is now playing in 27 countries.



CARROLL BAKER IN "SOMETHING WILD" CO-STARRING RALPH MEEKER WITH MILDRED DUNNOCK / JEAN STAPLETON / MARTIN KOSLECK

CHARLES WATTS / SCREENPLAY BY JACK GARFEIN AND ALEX KARMEL

DIRECTED BY JACK GARFEIN / PRODUCED BY GEORGE JUSTIN / A PROMETHEUS ENTERPRISES PRODUCTION

SHOOTING NOW COMPLETED

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 95 NEW YORK, U.S.A., THURSDAY, NOVEMBER 17, 1960 TEN CENTS

T Reade Meeting

Gerard Warns Of Adv.-Pub. Men Shortage

rges Recruiting Program o Build Talent for Future

Special to THE DAILY

OAKHURST, N. J., Nov. 16. — Unss the motion picture industry emarks on a recruiting program in the elds of advertising, publicity nd promotion, here will be a ritical shortage h these ranks n the years head, Philip Gerard, eastern dvertising and ublicity director for Universal Pictures, aid today in a peech at the nnual showmanship conference of Walter Reade, nc. theatre managers.



Phil Gerard

In discussing the role of merchan-

(*Continued on page* 3)

Report 'Spartacus' Show Strong Holding Power

Universal - International's "Spartacus," which is currently playing its first six roadshow engagements in New York, Chicago, Los Angeles, Boston, Philadelphia and Detroit, is rolling up impressive receipts and demonstrating unusually consistent holding power with current weeks

(*Continued on page* 2)

John Daly Leaves ABC Over Policy Difference

John Daly has resigned as vice-president of American Broadcasting Co. in charge of news, special events and public affairs because of a "fundamental difference on policy with Leonard Goldenson, president, it was reported yesterday.

TELEVISION TODAY—page 6

AFTRA Submitting Webs' Proposals to Board Units; Termed 'Disappointing'

Strike action by the American Federation of Television & Radio Artists is in abeyance pending completion of a study by the Western and Central sections of proposals given to the Eastern section of AFTRA's board by the four major networks here yesterday.

Details of the proposals were not disclosed but John Dales, of the Screen Actors Guild, which has jurisdiction over programs and commercials produced on film, was quoted as terming them "deeply disappointing."

Donald F. Conaway, national secretary of AFTRA, flew to Los Angeles yesterday to present the networks' series of proposals to the Western section of the national board today, and will go from there to Chicago to present the proposals to

(*Continued on page* 6)

Sunday Films Opposed By Canadian Union

Special to THE DAILY

TORONTO, Nov. 16.—The Toronto Film Exchange Employes Union has come out in opposition to Sunday movies. They voted "overwhelmingly to oppose Sunday movies or any form of Sunday entertainment that would deprive them of a labor free Sunday," according to a letter from L. G. Wells, chairman of a special committee publicizing the employes' views.

Another IA local in Toronto, that of the projectionists, voted unanimously in favor of Sunday movies. It was their action that started the Sunday film action.

The city's tv station refused to take any advertising supporting Sunday films.

FCC Suspends Rule on Sponsor Identification

From THE DAILY Bureau

WASHINGTON, Nov. 16. — The Federal Communications Commission has granted the petition of the Alliance of Television Film Producers to waive, temporarily, the requirement that sponsorship identification be announced. The commission stated, however, that this waiver does not "permit general disregard of the obligation of broadcast licensees to make sponsorship identification announcements. Rather, it is intended to pro-

(*Continued on page* 6)

Connecticut Exhibitors Get Toll-TV Report

Special to THE DAILY

HARTFORD, Nov. 16. — Connecticut's exhibitors were given a first-hand insight into the operations of the recently-conducted Federal Communications Commission hearings on the pay-tv project anticipated for Hartford's WHCT-TV (Channel 18) by Zenith-

(*Continued on page* 2)

DGA's Eastern Dinner At the Waldorf Feb. 4

From THE DAILY Bureau

HOLLYWOOD, Nov. 16. — The grand ballroom of New York's Waldorf-Astoria has been selected as the site for the first eastern awards dinner of Directors Guild of America, it was announced today by Newman Burnett, Eastern executive secretary of DGA. The dinner will be held on

(*Continued on page* 6)

Moves to Ease Gold Drain Overseas Won't Affect U.S.I.A., Says Shelton

By E. H. KAHN

WASHINGTON, Nov. 16.—Steps being taken to reduce the drain on U.S. gold reserves by foreign nations are not expected to have any adverse impact on the Government's informational media guaranties program, according to Turner Shelton, chief of U.S.I.A.'s international films division. President Eisenhower has directed a substantial cut in governmental expenditures abroad. He has told U.S. officials to continue to press for a reduction in foreign trade barriers such as quotas and tariffs, and for reduction in foreign nations' internal taxes and other mechanisms which discriminate against U.S. products or militate against their importation.

The President has directed officials to take all possible steps to boost U.S. exports as well.

Deal Closed

U.K. Telemeter Rights Bought By New Group

British Lion, Newspapers, Schlesinger Among Buyers

A deal for all British rights to Paramount's Telemeter pay-tv systems has been closed with British Telemeter Home Viewing, Ltd., a new company comprised of some of the top entertainment, communications and financial interests in the United Kingdom, it was announced jointly here and in London yesterday.



Louis A. Novins

Participating in BTHV, according to Louis A. Novins, president of International Telemeter and a vice-president of Paramount Pictures, are: British Lion Films, Ltd.; The Financial Times of London and certain associated companies; the Granada Group, Ltd., a motion picture theatre circuit operator and program contractor for commercial television; The Manchester Guardian and Evening News, Ltd.;

(*Continued on page* 2)

Three Ohio Theatres Slated to Reopen

Special to THE DAILY

CLEVELAND, O., Nov. 16.—Three theatres in this area are about to reopen. Eddie Modie, well-known exhibitor, will have his State Theatre in Barnesville going by Nov. 21. It closed six months ago.

Manny Stutz, former Cleveland exhibitor, has joined with Aaron Moses to reopen the old Allen Theatre in Akron, renaming it the Astor.

Paul Vogel's Liberty Theatre in Wellsville is to reopen shortly, having been closed for over a year.

PERSONAL MENTION

ERIC JOHNSTON, president of the Motion Picture Association of America, will be in New York from Washington today.

•

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, has returned to New York from Europe.

•

MORRIS LEFKO, in charge of "Ben-Hur" sales for MGM, is in Philadelphia today from New York.

•

ERNEST EMERLING, Loew's Theatres advertising-publicity director, has returned to New York from a European trip.

•

JEFF LIVINGSTON, Universal Pictures executive coordinator of sales and advertising, left New York yesterday for a five-day trip to California.

•

EUGENE SKINNER, booker and buyer for Dixie Drive-in Theatres, Atlanta, has returned there from Charlotte.

•

SIG SHORE, president of Vitalite Film Corp., left here yesterday for Dallas.

•

ROBERT GOODFRIED, Columbia Pictures studio publicity manager, is scheduled to arrive in Tokyo today from California.

•

JOSEPH HENDREN, of the Capital and Holiday theatres, Erwin, Tenn., has returned there from Washington.

•

MRS. AL LICHTMAN, widow of the former production head at 20th Century-Fox, will return to New York from Europe tomorrow aboard the "Leonardo da Vinci."

•

HERBERT SCHWARTZ, branch manager for Columbia Pictures in Albany, N. Y., has left there for Oneida, N. Y.

•

OSCAR HOWELL, JR., of Capital City Supply Co., Atlanta, has returned there with MRS. HOWELL from a vacation spent in Tennessee.

MONEY MAKING MERCHANT XMAS SALES MANUAL FREE ON REQUEST

For The Quickest And Best Holiday Promotion Trailers

Send Your Order To

FILMACK

1327 SO. WABASH - CHICAGO 5

Telemeter

(*Continued from page 1*)

Schlesinger Investments, Ltd., prominent in the South African and U.K. entertainment worlds for many years, and with whom Sir Michael Balcon is associated, and N. M. Rothschild & Sons, well known European banking firm, which has agreed to act as bankers and financial advisers for the new company.

BTHV has an authorized capital of £1,000,000 ($2,800,000) of which more than 10 per cent is being taken up initially, principally by British interests, the balance to be taken up by the participants when required.

Under the deal, the new company will have unrestricted choice of the policy it elects to pursue, whether it be manufacturing of Telemeter equipment, programming, telecasting operations, or the licensing of others to engage in these activities, under whatever authority is granted by the government.

Government Approval Necessary

Actual start of operations must await government action authorizing pay-tv. A preliminary study of the question is now in progress, with all interested parties being given an opportunity to prepare and present their views and recommendations to the government's Pilkington committee, which is conducting the study.

The first directors of British Telemeter Home Viewing are: R. A. Allan (alternate, Earl of Drogheda); A. E. Harmel (alternate, Sir Michael Balcon); David Kingsley (alternate, John Boulting); W. McMillan (alternate, Laurence P. Scott); Novins (alternate, F. E. Hutchinson) and Joseph Warton (alternate, Sidney L. Bernstein).

R. A. Allan of The Financial Times group, has been elected temporary chairman.

Will Be British-Controlled

A spokesman for BTHV stated in London: "It is important to note that British Telemeter Home Viewing Ltd. will be British-controlled, with Paramount having a minority interest. At such time as the government should approve pay television, equipment for Telemeter systems will be manufactured in the United Kingdom. Within the framework of government authority, such equipment would be made available to franchise holders, in which it is hoped many varying interests will participate."

Novins also made the following statement: "The formation of this group in the United Kingdom reflects a growing belief that some form of pay television will eventually be adopted in principal television markets of the world. Naturally, we are happy that a group of such stature has chosen the Telemeter system as the vehicle for its investment in the future of pay tv."

TENT TALK

Variety Club News

PITTSBURGH — Tent No. 1, at a meeting held in the Penn-Sheraton Hotel, elected the following members to the board of directors: Ray Downie, I. Elmer Ecker, Harold Gray, Bernie Hickie, James Klingensmith, Tad (Jerome) Reeves, Bob Rosuali, Ernie Stern, Lou Auerbach, Jack Van Lloyd and Nate Kaufman.

△

ALBANY, N. Y. — The Variety Club's plan to sell its three-story brick building on State Street, just west of the Capitol, has been abandoned. Headquarters will continue to be maintained there.

Music Hall to Have Float in Macy Parade

An ice-skating rink on wheels and a Christmas tree of living ballerinas will mark the Radio City Music Hall float in Macy's Thanksgiving Day parade as both the Music Hall Corps de Ballet and Rockettes take part in the day's festivities. The ballerinas will ride the float the entire parade route. The Rockettes will perform in Herald Square.

The 35-foot Music Hall float will carry a real ice-rink, 12 feet long and 8 feet wide, upon which the skating team of Harrison and Kossi will perform its ice adagio act. Preceding the float as "Snow Queen" will be prima ballerina Helen Wood. Other ballerinas will form a Christmas tree 16 feet high. The float will be flanked by a marching corps of uniformed Music Hall ushers.

Connecticut Exhibitors

(*Continued from page 1*)

RKO General interests, this afternoon at Racebrook Country Club.

Commentary was provided by Phil Harling of the Joint Committee against toll-tv; Atty. Herman M. Levy, general counsel of TOA and executive secretary of MPTO of Connecticut; Bernie Menschell of Outdoor Theatres Corporation; B. E. Hoffman, Connecticut Theatres; and Maurice Bailey, Bailey Suburban Theatres, latter three making up the executive committee of the state-wide anti-toll-tv drive.

Acquires 'Shadows'

"Shadows," feature film produced by American actor John Cassavetes, has been acquired for world-wide distribution by Lion International Films, it is announced by Victor Hoare, managing director. The picture has already opened in London where it is reported to be setting records.

'Spartacus'

(*Continued from page 1*)

ending last night generally sho[w]n the best receipts since opening w[ee]k according to word recived by U[A] in New York.

At the McVickers Theatre in [Chi]cago, the fifth week, which ended [Tues]night, topped all previous weeks [by] a margin of $2,000 while in New [York] the fifth and sixth weeks were [on] par with the first week.

The theatres playing "Sparta[cus]" are now selling tickets for hol[i]day matinees during Christmas Week [and] for Lincoln's and Washington's B[ir]th-day holidays where they are obser[ved]. Tickets are on sale at some of the [the]atres through next June.

Pantages Grosses Healthy

The fourth week at the RKO [Pan]tages Theatre in Los Angeles was [the] best since the first. The third w[eek] at the Astor in Boston topped [the] second. The second weeks at [the] Madison in Detroit and the Gold[en] in Philadelphia were neck and n[eck] with the initial week.

Theatres also report a general [up]surge in receipts this week with w[eek]-days topping previous weeks be[fore] Election Day.

'Swiss Family' Booked At Two Theatres Here

Walt Disney's "Swiss Family Rob[in]son," will premiere in New York [on] December 23 at the Trans-Lux Nor[th]mandie Theatre and New Embassy.

The engagement at the New Em[pi]bassy inaugurates a new policy for [the] theatre — the showcase presentation of major Hollywood attractions. The theatre will be closed for a week [im]mediately prior to the opening of "Swiss Family Robinson" to facilitate a complete refurbishing program.

JET TO BRITAIN
aboard BOAC's daily
MONARCH
ROLLS ROYCE
INTERCONTINENTAL
707
(fastest of all big jets) with 'Golden Service'

B·O·A·C

reservations through your Travel Agent
BRITISH OVERSEAS AIRWAYS CORPORATION
Jet and/or jet-prop flights from New York, Boston, Chicago, Detroit, Honolulu, San Francisco, Montreal, Toronto.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec[k] Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-310[0] Cable address: "Quigpuhco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallaghe[r] Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye[ar] as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon[d] class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

atriotic Film Short onated to Theatres

Special to THE DAILY

CLEVELAND, O., Nov. 16. — Nat arach of National Screen Service is ot only selling the "Star Spangled anner" short to theatres but has also ersuaded 15 theatremen in this area buy and donate this patriotic short schools. When "Ben-Hur" opens Mansfield Nov. 23, this short will oth open and close its program.

"This is the greatest short of its ind," Barach states. "Every theatre nd every school should have a print f it." It is both in 16mm and 35mm, nd the 50-star flag is displayed dur- ng the playing of the National nthem.

Catholic Review Editor Visiting in Hollywood

From THE DAILY Bureau

HOLLYWOOD, Nov. 16.—Andrew Ruszkowski, editor of *International Film Review*, official publication of he International Catholic Cinema Office, and executive board member of the Legion of Decency, visited Hollywood studios yesterday and was entertained by Geoffrey Shurlock, Code administrator of the Motion Pic- ure Association.

Ruszkowski, on a tour to develop a ystem of friendly relations and bet- er understanding between his organ- ization (I.C.C.O.) and producers, dis- ributors and exhibitors, will leave here tomorrow for Mexico City to at- end its film festival before returning to his headquarters in Peru, where he is a professor in the Pontifical Catholic University of Lima.

The next international convention of the I.C.C.O. is scheduled to take place in Montreal in June, 1961.

KRS Commends King on 40-Year Fight Vs Tax

From THE DAILY Bureau

LONDON, Nov. 15 (By Air Mail). —Sir Alex King has done more than achieve his aim of more than 40 years of effort to secure abolition of the entertainment tax, "you have knit the trade together by the constant meet- ings of the trade associations into a more solid body." This was the com- ment of Montague Morton, president of the Kinematograph Renters So- ciety, at a trade luncheon here to honor Sir Alex.

Emphasizing the good results that could be achieved by a united in- dustry, Morton added: "Today we have so many common problems that we can no longer afford to quarrel: we are all on the same side of the fence."

Two Join TOA

The Lee-Dix Theatre Corporation of Chicago has enrolled its Luna The- atre in Kankakee, Illinois, and its Dixon Theatre in Dixon, Illinois, in the Theatre Owners of America, it was announced by Albert M. Pickus, president.

Warns of Ad-Man Shortage

(*Continued from page* 1)

dising in the dynamics of a changing film industry, Gerard pointed out that there is sure to be a talent vacuum in the merchandising side of the industry unless an industry-wide apprentice training and talent recruiting program is launched to cover all areas of advertising, publicity and promotion. This would strengthen and expand promotional forces in the business and build executive talent for the future, he said.

"The ideal training ground for these new talents and the greatest need today is at the theatre level," he declared, "where the product has to be sold directly to the audience." Only by knowing what moves an audience and what sells the show at the theatre level can a film publicist or promotion man adequately learn his trade.

Names Eight

"Over the years the greatest merchandisers of our business came out of theatre operation—out of the great circuits and out of the independents," he said. "They were spawned in the theatre—men like Bill Hollander, Bill Pine, Ben Serkowich, Bob O'Donnell, Arthur Mayer, Dave Wallenstein, David Lipton, Joe Levine and others past and present.

"Today we have entered a new era in our business. The transition has been made and our industry has taken on a new vigor and looks to new horizons of greatness. More than ever before there exists a great opportunity for publicity and promotion men who understand the needs and the challenges of our changing industry, and are prepared to work hard to contribute to its growth and its new success.

"Today promotion takes its place as an equal partner with equal status along side of production and distribution. The major film companies and the independent producers have seen the necessity for accelerated promotional selling. They have multiplied their efforts and their budgets, but the most vital contribution to successful merchandising still must take place at the theatre level and no matter how much the distributor puts forth in dollars, manpower and in enthusiasm, unless this is matched with an equal effort by exhibition, the full potential of the show can never be realized."

Gerard said production and distribution have made tremendous strides forward in adapting and adjusting policy and programs to the new era and that many in exhibition have responded to the needs of the new audience and the new look in our film industry.

Praises Reade Circuit

He cited Walter Reade theatres as a "prime example of an aggressive showmanship organization which exhibitors generally can take a good look at and a good lesson from." Their successful operation is built on selling the show and servicing the audience and they have invested in promotional manpower which sometimes even more than dollars is the key to successful selling, he observed.

"The great promise of the future for our industry can only be fulfilled if the great need for a resurgence of showmanship in exhibition materializes, for without the aggressive and penetrating local theatre sell reaching out in all areas of the community and through all media, the distributors' and producers' national, regional and local pre-selling campaigns are dissipated and so is the product.

"Before the year is out, I should like to see one hundred additional theatre press agents go back to work on the theatre level in key cities across the country, and when this happens, I am confident we will once again see broad smiles around the theatres and long lines around the box offices."

Trailers Completed For Sidney's 'Pepe'

From THE DAILY Bureau

HOLLYWOOD, Nov. 16.—Following six months of production, Columbia's trailer department has completed all editing on the trailers for George Sidney's "Pepe." The trailer which runs 385 feet, has four units. Pacific Title produced the introduction, combining line drawing and live-action optical effects, and Hanna-Barbera Company produced the live-action and cartoon segment, featuring Cantinflas.

The other two segments consist of scenes from the feature, integrated into the trailer and cued to the lyrics of the "Pepe" song, sung by Shirley Jones and chorus. The wind-up of the trailer highlights specially filmed segments of the lineup of guest stars, with narration by Les Tremayne. For foreign release, the "Pepe" song has ben recorded in French, Spanish, Italian and German lyrics by Miss Jones and a choral background.

Lombardo to Relate Production Plans Here

Goffredo Lombardo, head of Titanus Films of Rome, will be the guest of Joseph E. Levine, Embassy Pictures president, at a press luncheon at the Four Seasons here on Tuesday.

Lombardo will discuss his upcoming production plans, including the Embassy Pictures co-productions of "The Thief of Bagdad" and "Sodom and Gomorrah," as well as his other film activities.

New Thornton Theatre

ALBANY, N.Y., Nov. 16.—George Thornton, of Saugerties has purchased the 1,000-seat Community Theatre in Catskill from Greene County Amusement Company. Thornton has operated the Orpheum in Saugerties for 35 years. He also owns the Orpheum in Tannersville and the Windham in Windham. All are located in the Catskill Mountains.

PEOPLE

Eric Johnston, president of the Motion Picture Association of America, will be a guest of honor at the third annual International Film Festival in Mexico City. The MPAA head is expected to arrive there on Nov. 23.

□

Edward P. Haggerty, formerly senior sales representative in the national accounts division of the Burroughs Co., has joined the Gavaert Co. of America here as sales manager for Gevacopy Products. He will be responsible for sales throughout the U. S.

□

Jerome Lipow, recently named head of the Valiant Films exchange in Cleveland, will be guest of honor at a party tendered him there by Variety Club, Tent No. 6. The event is scheduled for Dec. 5.

□

Helen McGahee, Columbia Pictures booker in Atlanta, has resigned to join 20th Century-Fox there in the same capacity. **Dave Jones** will succeed her at Columbia.

□

Jack McGuire, formerly in the fields of stationery and furs, has joined the Paramount sales staff in Cleveland, under Homer Henderson.

□

Harold I. Tyler, who for many years operated the Delphia Theatre in Chittenango, N. Y., was reelected to the State Assembly last week as Republican representative from Madison County. It will be his fourth term.

Berlinger in 'Deck'

HOLLYWOOD, Nov. 16.—Warren Berlinger has been signed for the role of "Ensign Rush" in 20th Century-Fox's romantic-comedy, "All Hands on Deck" which began filming this week starring Pat Boone and Buddy Hackett. The Brooklyn-born Berlinger's last film for 20th was "Blue Denim." Since then, the young actor has had key roles in "Because They're Young," "Platinum High School," and "The Wackiest Ship In The Army."

Huge 'Pepe' Electric Sign Unveiled in Times Square

A 50-foot x 40-foot electric sign of "Pepe" was unveiled in Times Square Tuesday night five weeks in advance of the Dec. 21 world premiere of the picture at the Criterion Theatre. A 37-feet-high representation of Cantinflas, who portrays the title character, is facing Times Square from 47th Street, between Broadway and 7th Avenue. Several thousand multicolored lights contribute to the series of visual effects that animate the advertisement.

SUZiE is a

RADIO CITY MUSIC HALL PREMIERE HEADS FOR PHENOMENAL FIRST WEEK!



WILLIAM HOLDEN

in Ray Stark's

THE WORLD OF SUZIE WONG

co-starring **NANCY KWAN** as SUZIE WONG

"THE WORLD OF SUZIE WONG" BECAME ONE OF THE MOST ENJOYED AND PROVOCATIVE BEST-SELLERS OF OUR TIME BECAUSE OF THE SUSTAINED INTENSITY OF ITS STORY AND CHARACTERS. TO ENHANCE YOUR ENJOYMENT OF THE MOTION PICTURE VERSION, WE URGE YOU TO ENTER "THE WORLD OF SUZIE WONG" AT THE BEGINNING!

Also Co-starring
SYLVIA SYMS · MICHAEL WILDING · Screenplay by JOHN PATRICK · Directed by RICHARD QUINE

sensation!

SHE TAKES NEW YORK BY STORM AS CRITICS RAVE!

"Vividly imagined . . . sheer romance! The image of Hong Kong is brilliantly and sensuously conveyed!"
—Bosley Crowther, *Times*

"The best movie in ages!"
—Dorothy Kilgallen, *Journal-American*

"Surefire . . . heart, humor for all to enjoy! Who could ask for more?"
—Archer Winsten, *Post*

"Beguiling, enchanting, exquisite! William Holden conveys sweeping conviction . . . audiences love Nancy Kwan, about to become one of our most adored stars!"
—Alton Cook, *World-Tel. & Sun*

SUZIE
AND A WORLD OF SHOWMANSHIP IS WAITING FOR YOU AT PARAMOUNT!

AUDIENCE RESPONSE TO "SEE 'SUZIE' FROM THE BEGINNING" POLICY IS BIG IN WORLD'S MOST FAMOUS SHOWPLACE!

A World Enterprises, Inc.–
Worldfilm Limited Co-Production

A PARAMOUNT RELEASE

TECHNICOLOR®

AFTRA-Webs

(*Continued from page* 1)

the Central section of the board tomorrow.

The SAG is scheduled to meet Monday evening in Los Angeles to consider the proposals.

AFTRA's 16,000 members previously had authorized the national board to call a strike if an agreement was not reached by last Tuesday midnight. The board now can vote to accept or reject the networks' proposals and, if it rejects them, can authorize a strike to begin. Meanwhile, no further negotiations are scheduled. A key issue in the negotiations has been the AFTRA proposal for increased fees to performers working in commercial announcements. It has asked for increases up to 300 per cent, in some cases.

The negotiations have been practically on an around-the-clock basis this week up to 11 A.M. yesterday when the networks' series of proposals was presented.

Pre-Grant Broadcast Procedure Is Revised

From THE DAILY Bureau

WASHINCTON, Nov. 16. — The Federal Communications Commission has adopted rules putting into effect on Dec. 12 the requirement for changes in pre-grant broadcast procedure and for local notice by applicants for FCC approval of new or changed facilities.

Eliminated as of Dec. 12 are so-called McFarland letters of notification prior to designation for hearing and the present "protest" procedure. A new pre-grant procedure is set for handling objections. Applicants for new stations or for major changes in existing stations must give local notice when their applications are filed and again if they are designated for hearing.

Provision for Appeals

The new rules will apply the pre-grant procedure to broadcast applications, except transfers and assignments, pending as of Dec. 12 which have not been designated for hearing. The commission will not act on such applications for at least 30 days thereafter. During that time, parties in interest may file petitions to deny such applications but they will not be subject to protest after grant.

Petitions for reconsideration of grants made without hearing must show good cause why the matters could not have been raised prior to the grants.

The new rules require local newspaper publication for applications filed after Dec. 12 at least twice a week for the two weeks immediately following filing an application for a new station or for a major change in an existing station.

In the case of an application for modification, assignment of transfer, or license renewal of an operating station, the rules require that notice be broadcast over the station.

'Esther' Will Benefit Hospital on Coast

From THE DAILY Bureau

HOLLYWOOD, Nov. 16.—"Esther And The King," 20th Century-Fox release, will have a benefit premiere the evening of Nov. 22 at the Vogue Theatre here. The following evening, the picture opens at Crauman's Chinese Theatre for an extended holiday run.

The charity showing will benefit the Gateways Hospital building fund for the Jewish Personal Services group. The hospital will be a non-sectarian, non-denominational organization. More than $60,000 will be raised for the hospital fund.

FCC Waives Rule

(*Continued from page* 1)

vide a measure of relief in those cases where a licensee in good faith is unable to ascertain with certainty his obligation" to make sponsorship announcements under the anti-"payola" law passed by Congress last session.

For motion pictures, the most general impact would be in regard to props supplied free of charge.

The waiver applies only until FCC adopts its final rules governing sponsorship identification announcements. It covers "filmed or recorded programs which have been or will be distributed for television broadcast use, irrespective of the production date of such programs."

'Payola' Requirements Apply

FCC notes a further limitation to the waiver by stating that the 27 examples of sponsorship identification requirements set forth in the House Commerce Committee report on the anti-"payola" law apply.

Also applicable are FCC's rules relating to sponsorship identification in connection with programs involving the discussion of controversial issues of public importance.

A spokesman for the Alliance said that a preliminary look at FCC's bare announcement indicates that FCC used careful language in drafting the waiver but that it appears to give the practical relief requested by the industry.

The text of FCC's order in this matter is not yet available.

DGA Dinner

(*Continued from page* 1)

Feb. 4 to coincide with the Hollywood dinner which will take place at the Beverly Hilton Hotel.

Frank Capra, DCA president, said that the guild is looking into means of connecting the two dinners, either by loudspeakers, amplified telephone or closed circuit television. In order to compensate for the three-hour time difference between the coasts so that the awards may be given simultaneously, Eastern awards will be presented before the dinner, while the Western group will make its representations following the dinner, Capra said.

About 1,200 directors and their guestes are expected to attend each affair.

LEADERSHIP

The capacity to lead develops naturally in certain people. It is so with some publications.

In a publication, leadership develops naturally from *Editorial Enterprise* plus *Journalistic Responsibility*.

These twin qualities are inherent in the very origin and growth of MOTION PICTURE DAILY. They are basic to the meaning of the phrase—*All the News That Is News*—in which the cornerstone of MOTION PICTURE DAILY policy is proclaimed in the masthead.

They require that MOTION PICTURE DAILY's entire field of interests be constantly observed with knowledge of the business necessary to appreciate the significance to it of event and opinion . . . and that *reports of everything newsworthy be verified* for fact, and for authentic interpretation of fact. This process produces news—not rumors, not mere reports, but news—all of it that *is* news!

This isn't doing it the easy way. This way takes nation-wide, even world-wide reportorial resources. It requires editorial acumen, persistence, integrity.

To pursue facts resourcefully, appraise them knowledgeably, verify them responsibly—that is MOTION PICTURE DAILY's way. It is imposed on personnel as the source—and the price—of leadership.

MOTION PICTURE DAILY

ALL THE NEWS THAT *IS* NEWS

CONCISE AND TO THE POINT

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 96 — NEW YORK, U.S.A., FRIDAY, NOVEMBER 18, 1960 — TEN CENTS

EDITORIAL

Telemeter in U.K.

Ben-Hur'

By Sherwin Kane

PARAMOUNT'S International Telemeter, it is plain, will be introduced to Britain, if and when government authorizations are forthcoming, under most auspicious sponsorship.

Members of the group which acquired the British rights to the Telemeter pay-tv system earlier this week in London include, perhaps significantly, British Lion Films and the Granada Group of theatres.

After Tom O'Neil's testimony at the Federal Communications Commission hearing in Washington on the proposed Hartford, Conn., pay-tv test to the effect that the RKO General-Zenith Phonevision interests will seek first run films of the kind that make a profit in theatres, to make available to Hartford subscribers, it would appear that the best prepared pay-tv operation of the future will be the one that comes into the market with its own source of film supply.

•

Moreover, Telemeter has insisted from the outset that it does not consider itself a competitor of the local theatre's. It attempted to demonstrate that in its early Palm Springs, Cal., trial, playing day-and-date with the local theatre, and in its continuing operation in Etobicoke, Ont., where it reports no discernible effect upon local theatres' attendance.

Operated by a theatre, Telemeter is an adjunct of the theatre's box office, catching a portion of the "lost audience" which would not attend the theatre, in any event, say Telemeter's sponsors.

Thus, it may be, both British Lion and Granada foresee their roles mapped out for them in whatever future there may for Telemeter in the United Kingdom.

•

But this is not all of the British Telemeter deal.

Adequate financing and publicity are essential to the launching of a new entertainment medium, and the deal concluded with the British Telemeter Home Viewing group also includes among its participants the Rothschild banking house and the

(*Continued on page 2*)

Dore Schary Decries Film Sex, Violence

By E. H. KAHN

WASHINGTON, Nov. 17. — Dore Schary, writer-producer, today criticized sex and violence in current films and said that the Production Code is not being properly enforced. He told the Motion Picture and Television Council of the District of Columbia that violence and tawdriness in films

(*Continued on page 3*)

'Ben-Hur' Film Rentals Top Production Cost

Joseph R. Vogel, president of Metro-Goldwyn-Mayer, disclosed yesterday that "Ben-Hur" had already earned rental revenue exceeding its record-breaking production investment of $15,050,000 plus all print and advertising costs on exhibitions in only 325 theatres around the world to date.

"Today is the first anniversary of its world premiere in New York City, and 'Ben-Hur' is well established on

(*Continued on page 3*)

Cooper Is Cinerama Domestic Sales Head

Sid Cooper, Central and Southern Division manager for United Artists and with that company for the past 16 years, will join Cinerama, Inc., as domestic sales manager on Dec. 12, it was announced by B. G. Kranze, vice president of Cinerama.

Cooper will make his headquarters at the Cinerama home office here.

Military Cutbacks To Affect Films

From THE DAILY Bureau

WASHINGTON, Nov. 17. — The Presidential directive telling government agencies to hold down overseas expenses is bound to have an effect on military use of motion pictures, according to informed sources. At this early date, however, the extent of the impact cannot be determined.

It seems clear that as the number of servicemen's families abroad diminishes, so will the potential mili-

(*Continued on page 3*)

Rites for Clark Gable To Be Held Tomorrow

From THE DAILY Bureau

HOLLYWOOD, Nov. 17.—Private funeral services for Clark Gable will be held at 9 A.M. Saturday at the Church of the Recessional, Forest Lawn, attended by the family and close personal friends only. Gable

(*Continued on page 3*)

UCLA Given Grant for Film Advertising Art

From THE DAILY Bureau

HOLLYWOOD, Nov. 17. — A $2,000 graphic arts competition designed to encourage fresher and more original approaches to motion picture advertising and background art has been established at UCLA by 20th-Fox producer Jerry Wald, it was

(*Continued on page 6*)

Film Industry Dividends for 10 Months Are $1 Million Ahead of Year Ago

From THE DAILY Bureau

WASHINGTON, Nov. 17.—Cash dividends paid by motion picture companies during October came to $1,353,000, somewhat less than the $1,402,000 reported during the same month of 1959. October movie company payments were sharply under the quarter's-end disbursements reported for September, $3,617,000.

For the year's first 10 months, motion picture firms reported paying $20,345,000, over $1 million more than the $19,331,000 paid during the comparable 1959 period.

For the U.S. as a whole, cash dividends of $920 million were paid in October, $40 million more than the $880 million reported in October, 1959. For the first 10 months of this year, dividends total $10.7 billion, up five per cent from 1959 payments.

Studio Active

Fox Executives Are Here for Planning Meet

Weekend Sessions to Map Production Plans Into '61

A meeting of 20th Century-Fox's top home office and studio executives will be held in New York over the weekend to chart the company's entire production program through the spring of 1962.



Spyros P. Skouras

President Spyros P. Skouras will preside over the session which will be attended by Robert Goldstein, executive head of production at the studio, who is here for the meetings.

Also attending will be W. C. Michel, executive vice-president; Murray Silverstone, president of 20th-Fox International Corp.; Joseph H.

(*Continued on page 2*)

Mayer Renamed IFIDA Head; Bilgrey, Counsel

Michael Mayer was re-appointed executive director of the Independent Film Importers and Distributors of America and Felix Bilgrey was named special counsel at a meeting of the board here Wednesday.

In addition Carl Peppercorn was named secretary, succeeding Bilgrey, while Edward L. Kingsley continues as treasurer.

Special commitee chairmen were named as follows: foreign affairs, Michael Bromhead, Lion International Films; festivals and awards, Jean Goldwurm, Times Film Corp.; dues, Max Goldberg, Pacemaker Pictures;

(*Continued on page 6*)

TELEVISION TODAY—page 6

PERSONAL MENTION

PAUL LAZARUS, JR., Columbia Pictures vice-president, will return to New York over the weekend from Hollywood.

•

PHILIP GERARD, Universal Pictures Eastern advertising-publicity director, will leave New York today for Chicago.

•

JOSEPH WOHL, president of International Film Distributors, will leave here Sunday on a business trip to Caracas, Venezuela, and various countries of Central America.

•

JAMES FREW, Southern district manager for Continental Distributing, Atlanta, has returned there from New Orleans.

•

CLARK RAMSAY, studio advertising director for MGM, has left Hollywood for Oklahoma City.

•

ERNIE KOVAKS returned to New York from Europe this week aboard the "Leonardo da Vinci."

•

CHARLES H. ROSENBLATT, vice-president of International Film Distributors, will leave New York by plane tomorrow for Rio de Janeiro and other South American countries.

•

BILL POWELL, head of Interstate Theatres, Thomasville, N. C., has returned there from Miami.

•

W. O. WILLIAMS, Warner Brothers Southeastern division manager, has returned to Atlanta from New Orleans.

Mrs. Lillie Rosen, 86

Mrs. Lillie Rosen, mother of Samuel Rosen, executive vice-president of Stanley Warner Corp., died here at the age of 86 yesterday in her apartment in the Hotel Beacon. Also surviving are two daughters: Mrs. Rose Blankfort and Mrs. Lee Lipkin; seven grandchildren and eight great grandchildren.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
WILLIAM HOLDEN
THE WORLD OF SUZIE WONG
co-starring NANCY KWAN
SYLVIA SYMS • MICHAEL WILDING
A Paramount Release in TECHNICOLOR®
ON THE GREAT STAGE "TOWN AND COUNTRY"

Fox Officials

(*Continued from page* 1)

Moskowitz, vice-president and eastern studio representative; Charles Einfeld, vice-president; Donald Henderson, treasurer; Glenn Norris, general sales manager, and others.

The decisions made this weekend by the executive group will determine not only the future production course to be followed by the company through early 1962, but will outline the distribution and promotional policies to be pursued both domestically and abroad, it was stated.

Meanwhile, production activity at the studio is at a new high for the year, with eight major productions now before the cameras. Four pictures are currently being shot in Hollywood and four on location in Europe.

Films Listed

Now shooting on the west coast are: "All Hands on Deck," starring Pat Boone, Buddy Hackett, Barbara Eden, Dennis O'Keefe and Jody McCrea; and "Wild in the Country," starring Elvis Presley, Hope Lange, Tuesday Weld, Millie Perkins and John Ireland. Also, "The Right Approach," starring Frankie Vaughn, Juliet Prowse, Martha Hyer, Gary Crosby, David McLean and Jane Withers, and "Madison Avenue," starring Dana Andrews, Eleanor Parker, Jeanne Crain and Eddie Albert.

Productions now being filmed in Europe include: "Cleopatra," starring Elizabeth Taylor, Stephen Boyd and Peter Finch; "It Happened in Athens," starring Jayne Mansfield; "Francis of Assisi," starring Bradford Dillman as the patron Saint, and "Lion of Sparta," starring Richard Egan, Diane Baker, Julie Newmar and Barry Coe.

NAC Plans Trade Show At TOA Convention

Special to THE DAILY

CHICAGO, Nov. 17. — The 1961 Convention and Trade Show of the National Association of Concessionaires will be held in conjunction with the Theatre Owners of America convention at the Roosevelt Hotel, New Orleans, October 8-13, it was announced today by Russell Fifer, trade show administrator for the NAC.

Set 'Silence' Opening

American premiere of "The Angry Silence," starring Richard Attenborough and Pier Angeli, has been set for Dec. 12 at the Sutton Theatre here. Winner of two prizes at the Berlin Film Festival of 1960, the picture was given the international film critics award for best film and the International Catholic Film Office award. "The Angry Silence" is being presented here by Joseph Harris and Sig Shore and is being released through Valiant Films.

Pioneers Will Induct 40 Members at Dinner

Forty film industry veterans will be inducted into the Motion Picture Pioneers by Judge Ferdinand Pecora Monday night at the Waldorf-Astoria Hotel during the 22nd annual Pioneer dinner honoring Joseph E. Levine as Pioneer of 1960, it was announced by Simon H. Fabian, president of the Pioneers.

Proceeds from the testimonial salute to Levine will benefit the Foundation of Motion Picture Pioneers, Inc., which provides financial assistance to the needy veterans of the industry.

Members to be inducted include Alex M. Arnswalder, Shepard Bloom, Charles Cohen, Wolfe Cohen, Herbert L. Copelan, John A. Downing, James A. Faichney, Seymour Florin, Bernard Goodman, Sal Di Gennaro, William Gold, William B. Gullette, Jack Haber, Herbert F. Higgins, Edward Hinchy, Newton T. Jacobs, Harry M. Kaplowitz, Morton L. Katz, Scott Lett, Eugene H. Levy and Milton A. Lipsner.

Also, Angelo Lombardi, Ben D. Marcus, Kern Moyse, William G. Nafash, Judson Parker, Irwin Pizor, Hazard F. Reeves, George Roberts, Harry Royster, Alexander Schimel, Maurice Silverstein, Leonard Satz, Eddie Solomon, Harry Tugander, George J. Waldman, Ernest H. Warren, Herman Wintrich and Joseph Wolf.

'I.A.' Plugs 'Spartacus' As Made-at-Home Film

The support of members of American and Canadian labor unions and their families for Universal-International's "Spartacus" as the most expensive production made in Hollywood, as part of the current campaign of the Hollywood AFL-CIO Council to fight runaway film production, is being sought by the I.A.T.S.E., Universal disclosed yesterday.

Under the direction of Tom Loy, editor of the IATSE Bulletin, and with the support of Richard F. Walsh, IATSE president, an appeal is being made to the members of the labor movement through the labor newspapers in a unique type of publicity campaign.

Film Seen in Detroit

Loy is a delegate to the current convention of the International Labor Press Association at the Statler Hilton Hotel in Detroit. Appearing before the more than 200 delegates representing some 500 labor union newspapers and magazines yesterday, he asked their support in this campaign by publicizing "Spartacus" in their publications. Many of the delegates saw "Spartacus" at the Madison Theatre in Detroit last night.

EDITORIA

(*Continued from page* 1)

Manchester Guardian and the E. ning News.

Although Paramount will ha only a minority interest in the n British-controlled company, it ceived a sizeable down payment the Telemeter rights and will rece royalties based on gross revenues of the time the new company's erations get under way.

The substantial interests wh will surround Telemeter on its Brit debut should provide it the best p sible economic opportunity.

Congratulations are due Louis Novins, International Telemeter pr ident, who conducted the success negotiations so skillfully over an tended period of time.

• •

Anniversary

MGM's "Ben-Hur" opened at t new Loew's State on Bro way one year ago today.

The anniversary is significant cause in that time the motion pictu has stamped itself as the great financial success in industry histo to date. It has grossed in excess $40,000,000 at the box office in o 270 domestic and 55 overseas gagements. Robert Mochrie, MG vice-president in charge of distrib tion, speaks of an eventual $100,00 000 worldwide gross.

Be that as it may, "Ben-Hur acknowledged success gave the fi assurance, if one was needed, MGM's fiscal soundness and to t permanence of the company's ma agement after several bitter years challenge and trial.

As perhaps no other single eve did, "Ben-Hur's" success spelled t end of doubt and worry within t company and the beginning of co pletely normal, well-grounded erations.

•

And to the industry at large "B Hur's" success has meaning, also.

It is unassailable evidence th given the right ingredients, there only is as great public interest motion picture entertainment tod as there ever was, but that it can translated into grosses larger th any the industry has seen before.

We congratulate "Ben-Hur" on anniversary and look forward con dently to its observance of ma more.

Warner Bros. Dividend

The board of directors of Warn Bros. Pictures, Inc., at a special me ing yesterday declared a dividend 30 cents per share on the comm stock of the company payable Fe ruary 6, 1961 to holders of reco January 13.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bure Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

May Ease Demand Foreign Firm Data

From THE DAILY Bureau

ASHINGTON, Nov. 17. — Inter-nal Revenue Service officials been urged by spokesmen for ess to modify their demands for mation returns concerning for- subsidiaries of American cor- ions. It is indicated that IRS soon revise its requirements so reduce the paperwork burden .S. companies. The revision prob- will go into effect for 1961.

siness representatives centered fire on the IRS demand for plete and detailed information erning ownership, business, type come and accumulated profits of subsidiary directly or indirectly ast half-owned by a U.S. firm.

teens Theatre Files ti-Trust Action

n anti-trust action seeking $1,500,- in damages has been filed in York Federal Court by Parion atre Corp. against MGM, Colum- Pictures, United Artsits, and tury Theatres. The suit charges rimination by the film companies he booking of their first-run films inst plaintiff's Parsons Theatre in eens and in favor of the Century uit.

arion has asked an injunction inst the defendants and urged the rt to compel them to "negotiate good faith" for product.

en-Hur' Rentals

(*Continued from page* 1)

level of maximum profit return," el said.

"Theatre for theatre, 'Ben-Hur' is tinuing to roll up the biggest box ce grosses and set the longest s of any production in the history the motion picture business. Con- uently, revenue to the company is record proportions."

Promptness Emphasized

"It is particularly noteworthy that 'Ben-Hur' costs were recovered promptly in so few engagements. re than half the 325 theatres ened 'Ben-Hur' within the last few nths, so that actual playing time is ite small in relation to its earnings d its potential."

ilitary Cutbacks

(*Continued from page* 1)

y theatre audience. This may or ay not mean that fewer facilities ll be needed. Service installations road are playing five pictures a ek now, with about 1½ being ought back for a second or even ird time. It is possible that a dim- ished audience might make it de- able to have the houses stay closed ther than to show additional re- ats.

Film procurement practices will t change as a result of the new rective. All films shown abroad are ocured either in the U.S. or through .S. distributors.

Schary Urges Quality Films

(*Continued from page* 1)

could not be an antidote to a worried and scared world or to the insecurity of children.

The public, Schary claimed, is not a "fat lump of acquiescence" and it will not be satisfied with just more and more. In order to compete with the "stultifying effect of tv," he said, films must make a contribution; it is not enough to use more stars, increase running time, spend more money, and pile up all sexual variations.

Schary declared that even some worthwhile films would have been just as successful if more restraint and "good taste" had been used.

Schary also hit film ads that emphasize the female anatomy and urged that freedom "not be limited to the pelvis."

As he has in the past, Schary opposed classification as the answer to the problem. Some advocates he noted, in the theatre cynically suggest classification in the hope of titillating an audience. He said that children would be encouraged to lie about their ages and theatre managers would tire of asking ages when the money came in. Setting an age limit "invites children to put on false moustaches," he added.

Although Schary recognized the "basic theatrical right to offend," he wished for less offense. He asked that industry leaders try to find areas of agreement and to exercise good taste. He urged adherence to the Motion Picture Production Code, but said that if it needed to be changed, it should be. If it needed to be ripped up, he added, it should be; however, he warned that in the flood of censorship that would inevitably follow, a new code "will emerge."

Eastman Kodak Elects 2 To Vice-Presidencies

Special to THE DAILY

ROCHESTER, Nov. 17. — Two assistant vice-presidents of Eastman Kodak Company were elected today at a meeting of the Kodak board of directors here.

They are Joseph R. Allendorf, director of sales promotion, and A. Dexter Johnson, advertising manager. Both will retain their present responsibilities.

Allendorf, a sales executive associated with Kodak since 1926, has been in charge of sales promotion for the company since 1959. This responsibility has included such functions as advertising displays, wholesaler and dealer promotion, dealer advertising services, advertising trade relations, and package design. Allendorf was born in Dayton, Ohio, and attended Stanford University.

Johnson, who joined Kodak in 1934, was appointed advertising manager in 1957. He has been responsible for the general working operations of the advertising department.

Kodak's Dividend Up From 45 to 50 Cents

Eastman Kodak Co. has increased its quarterly dividend from 45 to 50 cents, payable Jan. 3, 1961 to holders of record on Dec. 2, 1960. The company also has voted an extra 25 cents, payable in the same manner. Kodak dividends for the year thus total $2.10, as compared with $1.80 last year.

Disney Dividend Set

HOLLYWOOD, Nov. 17. — Roy Disney, president of Walt Disney Productions, announced that the board of directors at a special meeting held today, declared a quarterly dividend of 10 cents per share, payable Jan. 1, 1961 to stockholders of record Dec. 16. A stock dividend was omitted.

Clark Gable

(*Continued from page* 1)

died in Presbyterian Hospital here last night of a heart attack.

Gable was a 30-year veteran of the motion picture industry and had set an enviable record. FAME Magazine reports that he had been named among the Top Ten Money Making Stars on 16 separate occasions between 1932 and 1955 and was said to be still high on current lists.

Although most famous for his 1939 portrayal of Rhett Butler in "Gone With the Wind," it was his performance in "It Happened One Night" in 1934 that won him an Academy Award.

Sol Siegel, vice-president in charge of MGM production, in a tribute to Gable said:

"Clark Gable always will remain in the hearts of those who were associated with him for so many memorable years at Metro-Goldwyn-Mayer. He was, without question, one of the greatest stars the motion picture industry has produced.

"But to those who were his friends throughout the studio, and the world of show business, he will first be remembered as a fine and wonderful human being, a man who inspired and earned the love, respect and esteem of all privileged to know him.

"His is an immeasurable loss to us and to the millions everywhere to whom he contributed so much enjoyment and pleasure through the motion picture screen."

Commenting here on the death of Clark Gable in Hollywood Wednesday night, Joseph R. Vogel, president of Metro-Goldwyn-Mayer, yesterday issued the following statement:

"The death of Clark Gable is a deep and personal loss to the legions of friends and admirers he made during his long and successful association with Metro-Goldwyn-Mayer.

"In a sense, Gable and the studio reached success together, and his contribution to motion pictures and the happiness he gave to millions of moviegoers throughout the world as one of the screen's greatest stars, can never be estimated.

"Clark Gable was a star as a human being, as well as of film. He will be sorely missed in the years to come, but his stature both as an actor and as a beloved personality will live on forever. I revered him as a friend and feel his loss deeply."

Morey Heads Family Fund Film Division

The Community Service Society of New York has appointed Edward Morey, vice president of Allied Artists Pictures, chairman of the motion picture division for this year's Family Fund drive. The overall goal of the CSS for the city wide drive is $2,000,000 which will be used to aid and care for the young and old, to help the mentally ill physically handicapped and disturbed youth.



Edward Morey

Upon notice of his appointment, which was suggested to CSS by Eric Johnston of the MPAA, Morey said, "I appreciate Mr. Johnston's confidence and am honored to play this part in the vital work of the CSS. I also take this opportunity to call on all members of the motion picture industry to support the drive and the CSS with their contributions."

Tent 35 Elects New Officers for Year

Charles A. Alicoate has been elected chief barker of the Variety Club of New York, Tent No. 35, for the coming year, succeeding Harry Brandt. Other officers named at the annual election were Robert K. Shapiro, first assistant; Irving Dollinger, second assistant; Jack H. Levin, property master; and Jack H. Hoffberg, re-elected dough guy.

Canvassmen named were Bud Edele, Walt Framer, Joseph E. Levine, Morris Sanders, Charles Smakwitz, and George Waldman.

Maryland Exhibitors Protest Tax Increase

Special to THE DAILY

BALTIMORE, Nov. 17—Members of Maryland Theatre Owners Association and Allied Motion Picture Theatre Owners of Maryland combined forces yesterday at a board of estimates hearing to protest a proposed increase on amusement admissions from ½ of one per cent to five per cent.

Their protest labeling the tax as a discriminating levy which would be harmful to the industry, was heard by Mayor J. Harold Grady.

Stunts for "Butterfield 8" Ring Showmanship Bel

By ROY ROBBINS
Advertising, Publicity and Exploitation Director
Stanley Warner Theatres — Philadelphia Zone

THE characterization of Gloria in "Butterfield 8" as portrayed by Elizabeth Taylor, further enhances the reputation of one of the screen's great dramatic actresses, and follows in close succession her brilliant roles in "Cat on a Hot Tin Roof" and the more recent "Suddenly, Last Summer."

In this fascinating study of a girl striving to tear aside the emotional curtain hiding her innermost secrets, who hates the things she does and is forever asking "Why can't I stop what I'm doing?," is a great story and a great motion picture which deserves all-out exploitation effort by everyone in our business.

Following are a few notes on approaches to merchandising the picture:

Art layouts should be placed in advance on the Sunday feature pages of local papers, built around photo histories of hits in which Miss Taylor has starred. Still photos are available on all her pictures.

Color art on Miss Taylor is usually very acceptable by Sunday feature editors. This should be placed at least four to six weeks before playdate.

The Bantam Book "Butterfield 8" has been a widely accepted and very popular book, setting new sales records for the John O'Hara classic. Book dealers will be glad to set up promotions in conjunction with your playdate. These could include window and store displays, banners for windows and truck sides, and a giveaway promotion for the first 250 patrons on opening day.

Window Bally Possible

A pretty girl established in a book store window, with suitable copy and billed as a marathon reading contest could work. Its success would depend on the showmanship with which the stunt is staged.

The telephone company will cooperate in any variation of a phone stunt. A battery of eight or 12 phones could be set up in the lobby which, when lifted, will transmit a previously recorded tape message along the lines, "If you want to know about Gloria, the most desirable woman in town, be sure to see Elizabeth Taylor in "Butterfield 8," co-starring Laurence Harvey and Eddie Fisher. Starts—at this theatre."

The local telephone company also will probably cooperate by giving you a special number, using any local digits corresponding to BU - 8 allowing you to give out cards urging that that number be called. A similar message would greet their call.

(Continued on opposite page)



The 48-72 cut-out poster featuring the key advertising art.

TIE-UPS

FUR COATS



GUN CLUBS



JEWELRY



HOUSECOA





Elizabeth Taylor as Gloria, rouses Eddie Fisher as Steve, her friend and confidante.



Laurence Harvey as Weston Liggett, frustrated socialite, has his first difference with Dina Merrill, his wife, over his deepening love for Miss Taylor.



Miss Taylor and Harvey spend an idyllic week, part of it on his yacht, as lovers while his wife is away in the country.

E STARS

(*Continued from opposite page*)

ddie Fisher has made many records and is a popular figure with jockeys. He makes his dramatic debut in this picture and it is a one. This suggests obvious tie-ups with local disc jockeys involving tests with passes as prizes, etc.

Where a local television station has a live show at any time of the or night, arrange for an Elizabeth Taylor Look Alike contest.

ll posting paper on "Butterfield 8" looks exceptionally good. We gest the use of one sheet posting at transportation centers and in mmuter areas. The six sheet should be used where possible.

fety Council Tie-up

A scene in the picture in which a policeman warns Miss Taylor not "drive her troubles away" followed by the tragic climax in which does exactly that and is killed suggests angles for a tie-up with local wspapers, police or safety council people on safe driving.

Matchbooks with a cover imprint featuring the telephone number title d a line "every man wishes he had a telephone number like this." stribution of the matchbooks is assured through cigar stores, restaunts, hotels, bars, etc. Make sure they are distributed at the best times you.

Excellent stills are available for tie-ups with furriers, furniture stores, men's lingerie shops, perfume, music stores, sporting goods stores here is a skeet shooting sequence in the picture), jewelry shops, hair essers, dresses and housecoats. The special stills show all the stars and ture the merchandise indicated. In this connection the Helen Rose wns worn by Miss Taylor are the basis for a new Helen Rose retail e of gowns. Merchandising tie-ups are indicated.

ailers Available

The production trailer on "Butterfield 8" is effective with real hard ling dialogue. A teaser trailer in color also is available through tional Screen Service.

Music from the picture titled "Gloria's Theme from Butterfield 8" being recorded by major companies and showmen should watch for cord releases for tie-ups.

Sports cars suggest a big area of exploitation. Miss Taylor drives a nbeam Alpine in the picture and Harvey drives a Mercedes Benz. e your local dealer for cooperative tie-ups.

A possible street stunt is to have a man in full dress suit, made up with stick smears, appearing slightly disheveled and inebriated, walking rough heavy pedestrian traffic with a sign on his back reading, "What girl! Elizabeth Taylor, that is. In "Butterfield 8" now at the ——— eatre."

• • •

The New York opening, at the Capitol Wednesday, was preceded by powerful publicity and advertising campaign, heightened by a series f personal appearances and promotions.

Dina Merrill participated in a round of interviews, radio appearances, and TV guest shots on behalf of the Metro-Goldwyn-Mayer release.

An Elizabeth Taylor Look-A-Like Contest flooded the Capitol with entrants. The winner will receive a Helen Rose dress inspired by her design for Elizabeth Taylor in the film.

Mercedes Benz and the Sunbeam Alpine, two cars that are prominently displayed in "Butterfield 8," are both actively promoting the film. A cavalcade of Mercedes town cars and convertibles, appropriately bannered, toured New York's busiest sections on opening day. Displays in the Mercedes showrooms and the Alpine showrooms added still further to the promotion.

General Photo Laboratories, which processes close to 100,000 packages of amateur films a week, is enclosing a personal endorsement and recommendation to see "Butterfield 8" in all their envelopes.

TIE-UPS *(continued)*



AUTOMOBILES

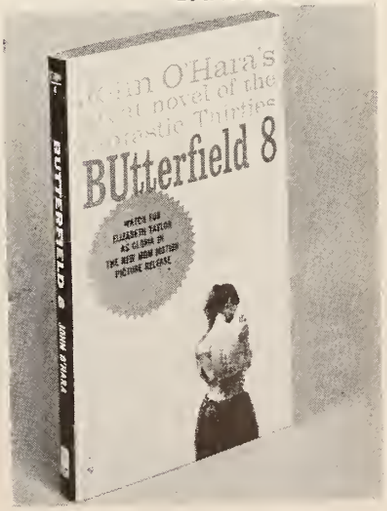


DRESSES

HAIR STYLES



BANTAM BOOKS



Television Today

NAB Fall Meeting In Chicago Mon.

Special to THE DAILY

CHICAGO, Nov. 17—Broadcasters will gather in Chicago on Monday for a fall conference of the National Association of Broadcasters. Major attention will focus on people, politics, problems and profits. The two-day session at the Edgewater Beach Hotel is the seventh in a series of eight held in as many cities this fall.

Edward C. Quinn, president of Chrysler Motors Corp., will be the principal speaker at a second-day luncheon on Tuesday. Merrill Lindsay, executive vice president of WSOY (AM-FM), Decatur, Ill., a member of NAB's three-man policy commitee, will address the first-day luncheon Monday.

Theme 'People—and Profits'

The first morning general session Monday, will feature the overall theme of "People—and Profits." A joint session on "Broadcasters and Politics" will be held in the afternoon. Separate radio and television sessions are scheduled for Tuesday morning. Mig Figi, general manager of WAUX, Waukesha, Wis., will preside at the luncheon Monday. Figi is a member of the NAB Radio Board of Directors.

Ward L. Quaal, vice president and general manager of WGN, Inc., Chicago, will preside at Tuesday's luncheon. Howard H. Bell, NAB vice president for industry affairs, will preside at the opening "People—and Profits" session on Monday morning.

Three other NAB officials—William Carlisle, manager of station relations; John M. Couric, manager of public relations, and James H. Hulbert, manager of broadcast personnel and economics—also will participate. Professor Leo A. Martin, Michigan State University and a member of the board of directors of the Association for Professional Broadcasting Education, will discuss efforts by the NAB and the APBE to speed up the flow of qualified employees into the broadcasting industry.

'Politics' Session Slated

Vincent T. Wasilewski, NAB's vice president for government affairs, will preside at the afternoon "Broadcasters and Politics" session. Other participants are Bell and John F. Meagher, NAB vice president for radio, and Charles H. Tower, NAB vice president for television.

Meagher will preside at the Tuesday radio session when problems peculiar to that medium will be canvassed.

George J. Volger, general manager of KWPC, Muscatine, Iowa, and a member of the NAB Radio Code Board, will participate in a review and discussion of the expanded Radio Code program. The theme will be "Self-Regulation Equals Self-Interest." Ben Strouse, president and general manager of WWDC, Washington, will speak on "178,000,000 Program Directors." Tower will preside at the separate TV session Tuesday morning.

Louis Hausman, director of the Television Information Office of NAB, will discuss the "Image Asset" of television. Hausman, a former network executive, has headed the TIO office in New York since it was organized in 1959 to conduct an industry-wide and nation-wide program of information about television.

E. K. Hartenbower, vice president and general manager of KCMO-TV, Kansas City, Mo., and chairman of the NAB Television Code Review Board, will join Edward H. Bronson, NAB Director of TV Code Affairs, in a review of code activities. Their presentation will be entitled "Your Stake in Quality."

William MacRae and George Lindsay, representing the Television Bureau of Advertising, will speak on "The Future of Television."

Advertising Must Spread Demand for Progress, Television Bureau Is Told

Advertising is the form of communication that must help spread the demand for progress and the progress of America will be measured by the progress of discontent, the Television Bureau of Advertising said yesterday in a major presentation before some 2000 members, advertising and agency executives and other invited guests. The presentation, staged in the Grand Ballroom of the Waldorf-Astoria Hotel for the bureau's sixth annual meeting, was titled "The Progress of Discontent."

"The spark that turned quiet, contented peacefulness into the rush and growth and strength that is America today is the spark of discontent—the desire for improvement and willingness to do something about it," TvB said.

Advertising Called the Answer

"Mass awareness," the bureau continued, "is the key to mass production and mass awareness can only come from mass communication which is advertising. For more awareness, more production, more effective living, we need more advertising."

The presentation was made by Norman E. Cash, TvB president and George G. Huntington, the bureau's vice-president and general manager. Visuals were screened through the use of a Cellomatic projector, four telemated 16mm film projectors, two high-speed film strip machines and an arc projector. Script and direction were under the supervision of Huntington.

An individual or group that is contented, TvB said, makes little progress. On the other hand, manufacturing or creating something starts with a desire created by discontent.

Market and product research are really people research, which is the finding of people's discontent, the making of the product or the service or the form of communication that meets that discontent, the bureau reported.

While the function of manufacturing is to make a product, that will fill a psychological or physical or spiritual need, "the function of advertising is to show the product that fills the need that created the product."

"Advertising through its display of choices, creates competition, accelerates improvement . . . Advertising not only provides you the product and your choice, it also adds to the product itself, contributing that factor that so often leads one product to success, another to failure."

'Discontentment' Stressed

No group of people are probably more discontent, TvB noted, than those in advertising. They are more intent upon spreading their own discontent, more dedicated to the belief that improvement and progress are possible if people will only desire it.

"Television, because it is a conspicuous medium, is an easy critics' target. Advertising, because it is a conspicuous industry, is also an easy critic's target. Yet most critics blame both for supposedly forcing people to buy things. Too seldom is advertising blamed for not sparking discontent enough to lead people to action. . .

AFTRA (N.Y.) Rejects Webs' Contract Offer

The Eastern regional national board of the American Federation of Television and Radio Artists yesterday voted to reject the proposals by the four major broadcasting networks for a new contract. The current pact expired at midnight on Tuesday. No strike was called at that time, however, and the negotiations continued.

Still to be heard from are the AFTRA board of directors for the regional territories of Los Angeles and Chicago. The Chieago chapter's vote is expected to be heard tomorrow, and it is reported that the Los Angeles group will make its decision known at the same time.

Mayer, Bilgre

(*Continued from page* 1)

legislative and taxation, Munio horzer, Casino Film Exchange; practices, Irvin Shapiro, Films-Aro the-World; exhibitor relations, G Roth, Bentley Films; censorship, ford Weiner, Film Representat Inc.; and membership, Richard don, Gordon Pictures.

The board heard a report Richard Brandt, member of the e tive committee, on his talks wit ficials of the Academy of Motion ture Arts and Sciences regar changes in the procedure for n nating foreign films. Brandt sai was hopeful something could worked out "on an amicable b in time for the Awards presenta in 1962.

Calls Regulation Unfair

Under current Academy proce only one picture from each cou can be submitted to the Academy award consideration and it must been made within the year that judged for recognition. IFIDA lieves this to be unfair not only cause such a film may not have released for public showing u these rules but certain countries, as France, produce several outst ing pictures which would not be eligible for consideration.

In other action the IFIDA b discussed a proposal for setting u voluntary arbitration system to ac disputes among IFIDA member well as between them and exhibit This was referred to a committee

Mayer proposed of the boar broadening of the annual Bur Award, which now is restricted foreign language films, to include E lish-language films from a for country. As an alternative to cha ing the Burstyn Award he sugges a new special award for the Engl language pictures. This also was ferred to committee.

UCLA Given Grant

(*Continued from page* 1)

announced by Chancellor Fran Murphy.

Known as the Wald Art Awa the two-part competition is open regularly-enrolled art students. or more awards totaling $1,000 be made in January, with the maining $1,000 to be presented other winners (or winners) in spring.

Dr. Lester Longman, chairman the UCLA art department, said testants must base their art work motion pictures currently under duction by the sponsor, but would given complete freedom as to st medium, and the choice of subj matter.

Supervision and judging of cont will be handled entirely by a fac committee from the UCLA art partment.

Dr. Longman said that any p chase of student work by Wald other producers would be a sepa matter to be settled by the indivi artist and the buyer.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 97 NEW YORK, U.S.A., MONDAY, NOVEMBER 21, 1960 TEN CENTS

TONIGHT'S THE NIGHT!

The Motion Picture Pioneers Salute
JOSEPH E. LEVINE
as Pioneer of the Year
22nd Annual Pioneer Dinner
Waldorf-Astoria Hotel

N. Y.

ornblow to epresentSPG t Ad Meet

ednesday Session First ith TOA, Ad-Pub Heads

From THE DAILY Bureau

HOLLYWOOD, Nov. 20. — Arthur rnblow, Jr., will represent the een Producers Guild at Wednes-'s meeting in New York with eatre Owners of America repre-tatives and members of the ad-tising-publicity directors commit- of the Motion Picture Ass'n. for horough discussion of industry film l theatre advertising, it was re-ted by Walter Mirisch, SPG pres-nt.

It had been announced previously

(*Continued on page 6*)

eal for Post-1948's f Pine-Thomas Near

Jules Weil and Colorama Corp. are orted to be nearing conclusion of deal for the acquisition of 22 post-48 features produced by the Pine-omas organization and released by ramount.

TV and other rights to the pictures

(*Continued on page 6*)

.A. AFTRA Rejects ets' Contract Offer

From THE DAILY Bureau

HOLLYWOOD, Nov. 20.—The Los ngeles chapter of the American Fed-ation of Television and Radio Artists the weekend voted unanimously to ject the proposals by the four ma- networks and advertising agencies

(*Continued on page 6*)

ELEVISION TODAY—page 7

Expect 500 At M.P. Pioneers' Fete Tonight Honoring Joseph Levine

Joseph E. Levine will be honored by more than 500 industry veterans tonight when the Embassy Pictures president receives the Pioneer of the Year Award for his showmanship and merchandising contributions to the film industry.

Levine is the 17th industry executive to receive the coveted award, which will be presented to him during the Motion Picture Pioneers' 22nd annual dinner to be held at the Waldorf-Astoria Hotel here.

Proceeds from the testimonial dinner and the raffling of a 1961 Cadillac will benefit the Foundation of Motion Picture Pioneers, Inc., which provides financial assistance to needy veterans of the industry.

United States Ambassador to the United Nations James J. Wadsworth will address the host of motion picture executives and distinguished

(*Continued on page 2*)

'Life' to Get Marcus Promotion in Pitt.

"Facts of Life," United Artists release starring Bob Hope and Lucille Ball, will be the next production to receive the Marcus plan promotion in the Pittsburgh exchange area, it was announced at the weekend by Charles E. McCarthy, executive vice-president of COMPO.

Scheduled for release in the territory on Dec. 28, the picture has been

(*Continued on page 2*)

Skouras Set to Make Final Decision on Completing 'Cleopatra' in Great Britain

From THE DAILY Bureau

LONDON, Nov. 20.—Sypros Skouras, president of 20th Century-Fox, is due here today to decide whether "Cleopatra," which has been delayed by the illness of its star, Elizabeth Taylor, will be completed in Britain.

In the meantime Walter Wanger, producer of the film, at the weekend issued notice to the cast and crew at Pinewood Studio that production on the film will be postponed in two weeks. Notice of that length is required under union regulations.

Wanger said he hoped to rescind the notice before its expiration. It is understood that unless Miss Taylor returns shooting can be done without her for only two more weeks.

While here to decide about "Cleopatra," which could be affected by Britain's inclement weather if delayed much longer, Skouras is also expected to name a successor to Robert Goldstein, who was head of 20th-Fox European production until his appointment as studio head in Hollywood.

U.S. Survey

World Theatre Facilities Are In Expansion

No. of Theatres, Seating, U.S. Screen Time Reported

By E. H. KAHN

WASHINGTON, Nov. 20.—A general expansion of world theatre facilities is shown by the world survey conducted by the Motion Picture Division of the Commerce Department.

Director Nathan D. Golden used U.S. foreign service posts in determining the number of theatres, seating capacity, and the U.S. percentage of screen time as well as various foreign official reports.

On Jan. 1, 1960, some 154,852 mo-

(*Continued on page 3*)

Verve Records Is Acquired by MGM

Metro-Goldwyn-Mayer has acquired Verve Records, Inc. from founder-owner Norman Granz, it was announced at the weekend by Joseph Vogel, M-G-M president. Details and purchase price were not reported.

In making the announcement, Vogel said that the Verve identity would be

(*Continued on page 6*)

Granada Group Profits Show Rise for Year

From THE DAILY Bureau

LONDON, Nov. 20.—The Granada Group at the weekend announced net profit for the year ending Oct. 1, of £1,047,749 ($2,933,697) as compared to £797,290 ($2,232,412) for the previous year.

Granada directors said they were pleased to reported that group profits for the current year are running at a rate that is more than twice that of last year.

Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

Complete facilities for every film need in black and white or color

PERSONAL MENTION

GEORGE WELTNER, Paramount Pictures vice-president in charge of world sales; JEROME PICKMAN, vice-president in charge of advertising, publicity and exploitation, and RUSSELL HOLMAN, Eastern production manager, have returned to New York from Hollywood.

•

GOFFREDO LOMBARDO, president of Titanus Films, and FRANCO DESIMONE, executive vice-president, arrived in New York at the weekend from Rome to attend the Pioneers dinner tonight and to conduct talks with JOSEPH E. LEVINE on forthcoming product.

•

MITCHELL LEICHTER, producer and distributor, has entered Hollywood Presbyterian Hospital for a check-up.

•

JOSEPH FRIEDMAN, Paramount Pictures exploitation manager, arrived in Chicago over the weekend from New York.

•

SHEILA BETH SILVERSTONE, daughter of EMANUEL SILVERSTONE, vice-president of 20th Century-Fox International Corp., was married at the Park Lane here yesterday to RICHARD L. VERON, attorney.

•

HARRY BOTWICK, district supervisor for Florida State Theatres, has recovered from illness and has returned to his duties in Miami.

•

DAVE PRINCE, Southern district manager for Lopert Films, Atlanta, has returned there from New Orleans.

•

E. E. SHINN, Paramount veteran salesman, is confined to Biloxi (Miss.) Hospital being treated for serious injuries suffered in an automobile accident there.

•

GEORGE KREEGAR, Benton Bros. official and mayor of Smyrna, Ga., has returned there from a vacation in Florida.



Marcus Plan

(*Continued from page 1*)

selected by the exchange area's exhibitors' committee and has been approved for the special Marcus promotion by U.A.

Two pictures that have already received Marcus plan promotion throughout the Pittsburgh area are "Jungle Cat," a Walt Disney production released by Buena Vista, and "I Aim At The Stars," a Columbia picture.

Edele Named Southern Div. Manager for U.A.

D. J. Edele has been appointed Southern division manager for United Artists with supervision over Metropolitan New York, it was announced by James R. Velde, UA vice-president in charge of domestic sales. He succeeds Sid Cooper. Edele's appointment is effective Dec. 12.

The Southern division consists of the Charlotte, Jacksonville, Atlanta, New Orleans and Dallas exchanges.

Edele has been Metropolitan district manager for UA since January, 1959. Prior to that time he served as branch manager of the company's St. Louis and Memphis offices.

MPAA Board Meeting Is Set for Tomorrow

The board of directors of the Motion Picture Ass'n. of America is schedule to meet here tomorrow morning in a continuation of the adjourned meeting of Nov. 3. At that meeting the board authorized the appointment of a committee to consider the establishment of a West African Development Co. to develop new theatres, provide direct distribution of American films and promote and protect American film interests in the new nations there.

The project is an aftermath of a survey of African market possibilities made last summer by Eric Johnston, MPAA president, and Ralph Hetzel, vice-president. Johnston has not yet announced the committee members.

Switch 'Grass' Date

Universal's "The Grass Is Greener" will open at the Astor and Trans-Lux 52nd St. Theatres here on Dec. 23 instead of Dec. 14, as previously announced. The switch was made to conform with other Christmas-New Year's openings of the film at theatres throughout the country.

W.B. Signs Tashlin

HOLLYWOOD, Nov. 20. — Frank Tashlin has been signed by Warner Brothers as writer-director for "May This House Be Safe from Tigers," from the novel by Alexander King.

Woolf Suing CEA over Film Deal with WB

From THE DAILY Bureau

LONDON, Nov. 20.—James Woolf, director of Romulus Films, said at the weekend he is taking legal action against Ellis Pinkney, general secretary of the Cinematograph Exhibitors Ass'n., and others following the collapse of Woolf's negotiations with Warner Bros., for a production deal.

Woolf charged Pinkney wrote Jack Warner, head of Warner Bros., last May concerning reports that James Woolf, brother of John Woolf, had signed a deal with Warners to make a film in America. Pinkney is said to have told Warner that John Woolf and his companies were under criticism by CEA as a result of Romulus Films making feature pictures available to television. The CEA general council has recommended that its members not book any new or old film with which John Woolf or his companies are concerned.

Pinkney is reported to have added in the letter that, while the CEA resolution does not extend to James Woolf by name, it may well be the delegates "will wish to extend the scope of the resolution to give effect to their original intentions."

Solomon to Loew's State Succeeding Blackwell

Robert Solomon, manager of Loew's Paradise, Bronx, has been named manager of Loew's State, the circuit's Times Square flagship, it was announced Friday by Murray Lenekoff, supervisor. Solomon succeeds Jerry Blackwell, who resigned to become M-G-M's Puerto Rico manager.

Murray Sharf, manager of Loew's State, Newark, will fill the Paradise post. Bernard Zelenko will become manager of Loew's 175th Street, succeeding Jack Blum, who moves to the Delancey. George Kirby, at present Delancey manager, will fill relief assignments.

'Can-Can' to Palace On Regular Policy

The CinemaScope version of "Can-Can" will open at the RKO Palace Theatre on Broadway Dec. 21 with continuous performances and regular admission prices, it was learned at the weekend.

The Todd-AO version of the film recently completed a long engagement at the Rivoli Theatre on a reserved-seat, two-a-day basis.

Sam Wilson Dead

ATLANTA, Nov. 20. — Sam Wilson, who at various times has served film exchanges here and in Jacksonville, died at his home in Orlando, Fla.

Pioneers' Fet

(*Continued from page 1*)

guests will include Adolph Zuk Simon H. Fabian, Eric Johnston, Ja Warner, Joseph R. Vogel, Rob Benjamin, Arthur Krim, Rob Mochrie, J. D. Gortatowsky Judge Ferdinand Pecora.

Judge Pecora will formally ind 40 industry veterans into the Pione as part of the annual dinner affa festivities.

Night club and television star A King has accepted an invitation perform at the affair, interrupting extensive personal appearance tour be on hand for the Levine celebrati Al Rickey and his orchestra will p vide the musical entertainm throughout the testimonial.

Many Attend Services For Mrs. Lillie Rosen

About 350 persons prominent in motion picture and allied industr attended funeral services on Fri for Mrs. Lillie Rosen, 86, mother Samuel Rosen, executive vice-pr dent of Stanley Warner Corp. T services for Mrs. Rosen were held Riverside Memorial Chapel and int ment was at New Mt. Carmel, Cypr Hills. Rabbi Jacob Polisch of Tem Isaiah, Forest Hills, officiated.

Among those at the services in ad tion to members of the immedi family were: Samuel Rinzler, Eman Frisch, S. H. Fabian, Philip Harli Ed Fabian, Bernard Kranze, Herm Robbins, Lou Golding, David Fog son, George Dembow, Charles Sm witz, Merlin Lewis, Nat Feldm Jules Lapidus, Harry Goldberg,Stu Aarons, Harry Kalmine, A. W. Schw berg, Max A. Cohen and Jose Lefkowitz.

MPPC 1961 Campaig Passes $1 Million Mar

From THE DAILY Bureau

HOLLYWOOD, Nov. 20. — T 1961 campaign of the Motion Pictu Permanent Charities has reached total of $1,051,232, it was disclos following reports from leaders in t film and allied industries at the chari organization's third campaign lunc eon here. In view of the rapid progr of the campaign, Sidney Solow, MPI chairman, estimated that the to raised in the drive should reach least $1,170,000.

MPPC will hold its fourth and fi report luncheon on Dec. 1.

O'Toole for 'Lawrence

Peter O'Toole, a star of the Shak peare Memorial Theatre at Stratfor on-Avon, will play the title role Sam Spiegel's "Lawrence of Arabi having won the role in a test co ducted by David Lean, who will d rect the film.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Burea Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-310 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallaghe Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

SIA Honors 3 Unions r 'Voice' Aid Abroad

George V. Allen, director of the S. Information Agency, has esented that organization's Distinished Service Award to three entainment unions in recognition of ir 20 years of continuous cooperan in making available talent and sic for use on the "Voice of Amer-" overseas radio programs.

As the representatives of their ornizations, Allen made the awards Herman D. Kenin, president of e American Federation of Musiins; Donald F. Conaway, national ecutive secretary of the American deration of Television and Radio tists, and Hyman R. Faine, nanal executive secretary of the nerican Guild of Musical Artists.

The presentations were made here the board room of the AFM.

dvocates Protests Vs. ilms for Teen-Agers

Special to THE DAILY

ALBANY, Nov. 20. — Parents "disrbed" by the kind of motion picires being shown teenagers "should ntinue to protest." A second form protest is to "abstain from going" the movies.

So Mary Reed Newland, well nown writer of children's books, lecrer and mother of seven children, old a panel from the Women's Auxilry of Holy Name Academy, Albany, n WRGB-TV, Schenectady, today. he was a guest of "Home Fare," a alf-hour aimed at women.

Mrs. Newland—now also featured n a program of children's stories, illustrated by her, which a Springfield, lass., television organization syndiates—declared, "It is remarkable that o few parents make their protests nown" as to screen fare.

Allied 'Oscar' Move Not Formally Sent Yet

From THE DAILY Bureau

HOLLYWOOD, Nov. 20. — Allied tates Ass'n. has as yet made no ormal presentation to the Academy of Motion Picture Arts and Sciences of its resolution calling for a separate division of major awards for films not n general release, Valentine Davies, Academy president, said at the weekend.

Davies indicated, however, that the Academy has been in communication with Allied.

Tennessee Theatre To Get Remodeling

Special to THE DAILY

CHATTANOOGA, Tenn., Nov. 20. —The State Theatre here is to undergo a $10,000 remodeling program which is scheduled to get underway in the next few days. It will include new carpet in the theatre and outer lobby, complete reworking of the concessions stand and equipment and redecorating throughout. Ben S. Landress is manager of the State.

World Theatre Facilities Up

(Continued from page 1)

tion picture theatres in 130 countries and territories were equipped to show 35mm films. Their seating capacity was 73,826,349. From 1955 to 1960, the number of theatres increased (including the U.S. and its territories) 29 per cent and the seating 23 per cent.

60 Per Cent Screening Time in U.S.

U.S. percentage of screen time of the world market at the beginning of 1960 was 60 per cent. The range was from a low of 45 per cent in the Far East to 90 per cent in the U.S., and its territories. Other U.S. screen time percentages are: Europe, 50 per cent; South America, 65 per cent; Mexico and Central America, 65 per cent; Caribbean Area, 80 per cent; Middle East, 55 per cent; South Pacific, 60 per cent; Africa, 60 per cent; Atlantic Islands, 60 per cent; and Canada, 75 per cent.

In 1955, screen time devoted to U.S. films was 53 per cent in the Far East, 55 per cent in Europe, 60 per cent in the Middle East, and 60 per cent in the South Pacific.

Europe's Gain Is 39 Per Cent

A notable increase in theatre facilities occurred in several regions—39 per cent in Europe, especially West Germany, Italy, and Spain; 61 per cent in the Far East and 51 per cent in the Middle East, especially Japan and India; and 29 per cent in Africa. In Canada and the U.S., a sharp drop (24 per cent and 14 per cent, respectively) occurred in the number of auditorium type theatres, but the number of drive-in theatres increased (1 per cent and 16 per cent, respectively). Even so, the net drop in the U.S. and Canada was substantial. Total U.S. theatres, including drive-ins, was assessed at 16,991 on Jan. 1, 1960, compared with 18,351 five years earlier.

Recently U.S. films have lost some screen time to competitor nations. The overall figure of 60 per cent is 8 per cent lower than in 1955. The decrease showed especially in the Far and Middle East, Europe, including Italy, West Germany, the United Kingdom, Japan, India, and Hong Kong. The adverse factor of television was noted especially in Europe, where local production also increased competition.

1,774 More in West Germany

Total number of theatres in Europe on Jan. 1, 1960 was 103,990 with seating capacity of 42,863,551—an average increase from 1955 of 39 per cent and 35 per cent respectively. West Germany reported a rise of 1,774 theatres; Spain 1,080, and Italy, 965. A sharp decline occurred only in the United Kingdom—1,065. Small declines occurred in Sweden, Ireland, Malta, and Gibraltar. At the beginning of the year, the common market accounted for about 25 per cent of Europe's theatre facilities.

Over the five-year period, Latin America had 538 more 35mm theatres, but South America had the largest gain—6,973, up from 6,611—and seating capacity rose 8 per cent. Central America reported 98 more theatres and the Caribbean, 78. The popularity of U.S. films is attested to by the percentage of screen time devoted to U.S. films—the highest of any region in the world.

The largest percentage increase of all world regions in number of theatres took place in the Far East—61 per cent more in the five-year period. On Jan. 1, 1960, Japan had 7,401 motion picture theatres—almost double the number in 1955. Taiwan, Burma, and Korea also had sharp gains and an increase of 1,155 occurred in India.

Israel Has 210

In the Middle East, Israel gained more theatres—210, up from 140, but increases were also shown in Lebanon, Iraq, and Iran.

The South Pacific area was the only one besides the U.S. and Canada that showed a decline in total theatres. Prime cause was the drop in New Zealand from 588 theatres to 484.

Almost all African countries and colonies reported increases in the number of theatres and new countries or colonies were added for the first time in the 1960 survey. On Jan. 1, 1960, Africa had an estimated 2,168 film theatres with a seating capacity of 1,459,076 compared to 1,683 with seating for 1,080,563 in 1955. The Union of South Africa, Algeria, Nigeria, and Ghana reported sizeable gains.

Vital to Industry Here

Because the motion picture industry in the U.S. relies on foreign markets for more than 50 per cent of its revenues, expansion of theatres facilities is of major importance. In 1959, U.S. films and film stars earned for the industry $215 million of remittances on foreign markets.

Meet Held on 'Girl'

Circuit advertising, publicity and exploitation executives representing 105 theatres in the New York metropolitan area met last week with Warner Bros. promotional executives and Max J. Rosenberg, producer of "Girl of the Night," to map out details for handling the picture, based on campaigns elsewhere in the nation. The meeting took place at the Warner Bros. home office.

Briskin Exercises Option

WASHINGTON, Nov. 20.—Samuel J. Briskin, vice president and director of Columbia Pictures, reported to the Securities and Exchange Commission the exercise in October of a stock option for 16,971 shares of the company's common stock, bringing his holdings in a community property arrangement to 17,077 shares. In addition, he has 2,155 shares held directly.

PEOPLE

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, has been reelected chairman of the board of directors of United Cerebral Palsy Association. He was also reelected a vice chairman of UCPA's Research and Educational Foundation. It will be Goldenson's fifth term as president of the association.

□

George Golitzin, formerly production manager at the Universal-International Hollywood studios, and who left that position for a production post at the Disney studios, will return to Universal this week to join the staff of **Edward Muhl,** vice-president in charge of production, as executive production manager.

□

Howard Gleason, of Sax Theatres, Milwaukee, will be guest of honor today at a luncheon tendered him by his associates and members of the Wisconsin Variety Club.

□

Edward Schmidt, vice-president of Reeves Soundcraft Corp. in charge of new product development, has been elected a manager of the New York section of the Society of Motion Picture and Television Engineers.

□

Paul W. Guy, assistant secretary and controller of Galbreath Pictures, Inc., Fort Wayne, Ind., has been elected to the office of treasurer and appointed to the newly-created position of general manager.

□

Jim Scovotti has completed a special nine-week assignment with Columbia Pictures' "Pepe" press bureau and will now return to his post as publicity director for Rick Carrier Productions, a newly-organized company.

□

Kathleen McAndrew, London publicist formerly with MGM there, has joined the Columbia Pictures publicity department to coordinate campaign for "Pepe" in the British Isles and on the Continent under the direction of **Alan Tucker,** Columbia's publicity chief in Britain.

□

Mrs. Anne Joyce Winnie, who for 20 years has served Columbia Pictures in Albany, N. Y., in booking and secretarial capacities, has retired. **Herbert Schwartz,** branch manager, paid tribute to **Mrs. Winnie** at a farewell dinner tendered her. He has appointed Mrs. Janet Richards as his secretary.

□

C. E. "Pete" Prince, formerly general manager for Rappaport Theatres in Baltimore, is reopening the Centre Theatre in Centreville, Md., closed since early in September. He also operates houses at Church Hill and Chestertown, Md.

"Josh didn't wa
It was a first rough-cut, j
unscored, **un**edited, **un-anythi**
made him show it. And w

Joshua Logan's production
is the greatest moti
have ev



(Left to right) Harry Mayer, Larry Leshansky, Haskell Masters, Bernard Goodma
Charles Boasberg, Bobby Myers, Tom O'Sullivan, Jules Lapidus, Mac Greenber

to see it.
rely assembled, **un**dubbed,
t we cornered him and
on record right now:

anny' for Warner Bros.
cture we
en! 99
*****



en, Ed Williamson, Grover Livingston, Ed Hinchy, Ollie Williamson, Benj. Kalmenson, Ralph Ianuzzi, Karl Macdonald,
en, Ernie Grossman, Charles Cohen, Al Blumberg, Max Stein, Dick Lederer, Leonard Palumbo, John Moraio, Joe Hyams

Hornblow, Jr.

(*Continued from page 1*)

that Martin Davis of Paramount, chairman of the advertising-publicity directors committee, and Albert M. Pickus, TOA president, would head delegations from their respective organizations at the meeting. Mirisch's disclosure that SPG would be represented by Hornblow was the first positive indication that the producers would have a delegate at the first of what is expected to be a series of meetings to air criticisms of film and theatre advertising and to search for means of increasing its effectiveness.

TOA and the ad-publicity directors were prepared to proceed even though an SPG representative was not present, it was reported. The difficulty of finding someone to make the trip to New York for the meeting was responsible for the early doubts about producer representation.

Spurred by Criticism

Arrangements for the meeting were made as a result of outspoken criticism of industry advertising by TOA and SPG committees meeting jointly in Hollywood in advance of TOA's annual convention there in September. Advertising-publicity executives reacted promptly, contending that while there undoubtedly could be improvements in industry advertising, those who were throwing the stones were not exactly faultless, either.

Producers, it was argued, could cooperate in endeavoring to have an excess of meaningless (to the public, at least) credits eliminated from advertising, thus freeing space to be used for selling copy. Exhibitors, for their part, could adopt a more constructive attitude toward making cooperative advertising more effective and businesslike, it was asserted.

However, it is not believed that the meeting will become an arena for the hurling of charges and countercharges but, rather, a means of attempting to find ground for friendly criticism, exchanges of viewpoints and suggestions for improvement. Whether this would take the form of working liaison committees on a permanent basis, or retention of an outside agency to make a study of current industry advertising with recommendations for changes or improvement, could not be stated in advance of Wednesday's meeting.

No SBA Loans Made to Theatres in October

From THE DAILY Bureau

WASHINGTON, Nov. 20. — The Small Business Administration approved no loans to theatres during October. It approved 300 business loans for $15,254,000, plus 301 disaster loans worth $1,205,000.

Tennessee Pioneer Dies

CLINTON, Tenn., Nov. 20.—John L. Davis, who started one of this community's first motion picture theatres, is dead here at the age of 78.

REVIEW:

Esther and the King

20th-Fox—Galatea—CinemaScope

ALL the trappings of a Biblical spectacle, exotic sets and costumes, a moving and dramatic story, and the skilled and experienced hand of Raoul Walsh make this a worthy and potentially successful entry in the present cycle of historical epics. Its single sales drawback, lack of marquee names, can be more than compensated for by intensive merchandising.

Walsh produced, directed and collaborated, with Michael Elkins, on the screenplay and his expert touch is evident through most of the picture, particularly in getting the utmost from a supporting cast of Italian players. Joan Collins plays Esther with beauty and some depth, Richard Egan is properly virile as a soldierly but unstatesmanlike King Ahasuerus, and Denis O'Dea is dignified and devout as Mordecai, Jewish leader who has become councillor to the king.

The story, brought to the screen with reasonable faithfulness, is of the fair Jewish maiden who is one of the "ten virgins brought to the king" when his queen proves faithless and the law requires a new queen to bear an heir to the throne. The Jews at the time are living a precarious existence in exile in an alien land, subject to the suspicions and frequent persecutions of their Persian conquerors. Such a persecution is precipitated by Haman, the king's prime minister, who aspires to the throne and needs a scapegoat to cover his political machinations. Esther, at the urging of Mordecai, wins the favor and ultimately the love of the king and dissuades him from destroying her people. Her sacrifice is commemorated in the Jewish feast of Purim.

An added romance between Esther and a young Jewish soldier who is her bethrothed and from whom she is snatched on the day of her wedding adds suspense and dramatic conflict to the Biblical story.

Among others in the cast Rick Battaglia is satisfactory as Esther's fiance whose death resisting the Persians makes her sacrifice the more poignant; Sergio Fantoni is sufficiently menacing as the villainous first minister; and Daniella Rocca is somewhat overly voluptuous as the adulterous queen.

Color by DeLuxe and excellent camera work by Maro Bava give an eye-filling background to the straightforward story. In contrast to the trend, blood and gore are at a minimum, with the killings, except for two deaths by strangulation, off-screen.

Running time, 109 minutes. Release date, November.

JAMES D. IVERS

Decision Reserved on N T & T Drive-In Bid

Federal Judge Edward L. Palmieri on Friday reserved decision on a petition by National Theatres & Television of Los Angeles to erect a drive-in theatre in Orange County, Calif. N T & T previously had submitted its petition to the Department of Justice with evidence purporting to show that erection of the theatre and its operation as a first run would not unduly restrain competition within its area.

However, at Friday's hearing the N T & T petition was opposed by Vinnicoff Theatre Circuit of Los Angeles, whose attorney, Mervin C. Pollak, appeared as amicus curiae and argued that the proposed theatre would unduly restrain competition.

'Sunrise' in Florida

MIAMI, Nov. 20.—Warner Brothers' "Sunrise at Campobello" is being presented here on a continuous-run, popular-price policy at four houses of Floida State Theatres, including the newly-renovated Shores Theatre at Miami Shores.

Pine-Thomas Deal

(*Continued from page 1*)

were not owned by Paramount which, however, will have some participation in the deal. Paramount has stated that it has no plans at this time for disposing of the tv rights to the post-1948 releases which it controls.

Macy-Music Hall Window

In addition to its full-scale participation in Macy's Thanksgiving Day parade with its Rockettes, Corps de Ballet, and uniformed ushers, Radio City Music Hall is providing Macy's with a window display exhibiting the lavishly costumed Three Kings from its celebrated Nativity pageant.

Start 'Pepe' Seat Sale

Reserved seats for the first eight weeks of the world premiere engagement of "Pepe" will go on sale at the boxoffice at the Criterion Theatre here today. The world premiere is scheduled for Dec. 21 and the theatre will be extensively refurbished and redecorated for the event.

L. A. AFTR

(*Continued from page 1*)

for a new contract. They joine New York chapter also in strike authorization against proc of film and taped tv commercial networks and agencies. The Cl chapter was to meet Friday nig make its decision.

Still to be heard from wa Screen Actors Guild, which is ducting a mail referendum in the membership is asked to auth the Guild board to call a stri necessary to obtain a "fair and table contract." Deadline for r of ballots here was noon Friday. Guild has called a membership ing for tomorrow night at the Be Hilton Hotel.

Elections to Be Announced

Results of the referendum wi announced at that time, also th sults of the guild's annual ele President George Chandler and officers are unopposed but there contests for positions on the SAC itional board of directors.

Meanwhile in New York, as possibility of a strike grew stro Robert E. Kintner, president of National Broadcasting Company, a stations affiliates meeting there still a "wide gap" between the groups of negotiators. He said a s was possible and might come at time. In case of a strike, he ad NBC could continue its radio an program operations in the foresee future.

Verve Records

(*Continued from page 1*)

retained as to label, appearance, direction, quality approach, and structure.

The M-G-M president said that acquisition of Verve was expecte enable M-G-M to increase its cur substantial sale of disks by more 30 per cent immediately and w provide a base for further expan in the world market. All East C pressings will now be made M-G-M's own record manufactu plant.

Among the famous artists in Verve catalogue are Red Allen, Si ley Berman, Ray Brown, Dor Dandridge, Blossom Dearie, Ray H ridge, Herb Ellis, Ella Fitzger Four Holidays, Stan Getz, T Gibbs, Dizzy Gillespie, Jimmy Giuf Johnny Hodges, Earl Humphr Gene Krupa, Elsa Lanchester, Geo Lewis, Lewis Sisters, Frank Moro Edward "Kid" Ory, Oscar Peters Paul Smith, Randy Sparks, Su Stitt and Anita O'Day.

Maxin Heads Both

Arnold Maxin, who has been charge of MGM Recording Divis for the past three years, will head joint operation. Granz will be charge of European Activities of merged enterprise and will contin recording activities with present Ve artist roster. The present distribut relationships of both MGM and Ve Records will be continued.

gram to Solve ing Problem Urged

cooperative station-agency pro- to resolve the spot television discrepancy problem was pro- here by Thomas A. Wright, Jr., president, media, Leo Burnett pany, Inc. Wright addressed the bership of the Television Bureau lvertising at its annual meeting e Waldorf-Astoria Hotel.

Four Major Problem Areas

e four major problem areas in g discrepancy, Wright noted, are delayed billings, negotiating t refunds or make-goods, cor- ng invoices improperly prepared properly identifying billing by d.

On resolving long-delayed bill- " Wright said, "communication een the proper parties seems to he answer. We want the stations ell us the name of the business ager so we can detail to him the re of the discrepancy and get an ver from him." Another need, he inued, is a time limit. Station agement must establish a reason- one, perhaps 72 hours, for the rn of a satisfactory written an- r.

Credit Refunds Treated

o negotiate credit refunds or ce-goods, Wright suggested that ions advise the agency of a sched- discrepancy within 24 hours with lefinite offer. "If the agency in re- n is prompt in accepting or sug- ting another spot, you can see t the files could be closed within period of 48 hours after initial cor- pondence."

ames to Produce Film or Seattle Exposition

From THE DAILY Bureau

WASHINGTON, Nov. 20.—A spe- l multi-screen film introduction to e Federal Science Pavilion at e Century International Exposition eduled to open in Seattle in April, 62, will be produced by Charles mes, the Commerce Department ys.

Eames wrote, filmed, and pro- ced the seven-screen "Face of merica" presented at the U. S. ex- bition in Moscow.

pen D. C. Law Office

The New York law firm of Phillips, izer, Benjamin, Krim & Ballon has pened a Washington office for prac- ce before federal departments and gencies, and in taxation and other deral matters. Lawrence S. Lesser as become a member of the firm nd its resident partner in the new Vashington office.

Answers' to U-I

Universal - International has pur- hased the screen rights to "If a Man nswers," new novel by Winifred Volfe, and assigned the story to Ross Hunter to produce. It will serve as a tarring vehicle for Sandra Dee.

Television Today

FCC Accepts Ontario Pay-TV Study; Closes Phonevision Hearing Record

From THE DAILY Bureau

WASHINGTON, Nov. 20.—The Federal Communications Commission has closed its hearing record in the Hartford Phonevision case after first accepting the Broadcast Bureau's submission of a survey of Telemeter pay-tv operations in Etobicoke, Ontario, Canada.

The FCC has been asked by the Connecticut Committee Against Pay TV, however, to approve a further change in the hearing record. The change, which is opposed by Hartford Phonevision, applicant for a pay-tv license in Hartford, Conn., would effect testimony given by Charles H. Tower, vice-president for television of the National Association of Broadcasters. It involves Tower's understanding of this question, put to him by chairman Ford:

"You mean it would be harder on the two existing free stations if a third free station goes on the air than if a station is a pay-tv station?"

Tower's answer to this was: "in my judgment, yes. The extent would depend on the acceptability, if the pay-tv program failed."

Says He Misunderstood

Tower has now filed an affidavit indicating either that he misunderstood chairman Ford's question, or that it was incorrectly transcribed in the record. The petition for correction of the record asserts that Tower's answer was based on his understanding that "the chairman's hypothetical situation envisioned a pay-tv station entering a market already served by two existing free stations."

The petition urges FCC to either correct the record to reflect Tower's recollection, or to hold a brief hearing at which Tower might be questioned regarding his answer.

Hartford Phonevision asserts that this would amount to "doctoring" the transcript, saying that the pay-tv firm's counsel, "to the best of their recollection," heard the question posed as it now stands in the record. Hartford's lawyers say that it would not be proper to permit Tower to change his answer on the grounds that the present answer does not properly reflect his opinion. They hold that "the request that a witness be permitted to completely reverse his testimony after a hearing has ended and the record is closed is novel, to say the least."

Hartford Wants Reply to Stand

Hartford adds that on the basis of competitive impact of the amount of pay-tv time to be broadcast compared with the competitive impact which addition of another free tv station would have, "the answer now reflected in the transcript is the only answer which Mr. Tower could have conceivably given under the circumstances."

Who's Where

The appointment of **Carl E. Kleimo** as treasurer of Reeves Broadcasting & Development Corp. was announced here. He will have his office with the company's Southern Broadcasting Division in Charleston, S. C.

□

Arthur A. Garbade has been named business manager for NTA Telestudios, Ltd., it was announced by **George K. Gould,** NTA Telestudios president. In his new post, Garbade will handle all matters for the company, the largest independent videotape operation in the New York area.

□

Harold Cranton has been named director of advertising and promotion for NTA owned and operated stations and spot sales effective immediately. He will be in charge of all station advertising and promotion, both on and off the air. Cranton resigned as director of advertising and promotion for Metropolitan Broadcasting to accept his new position.

□

William H. Trevarthen has been elected vice-president, television network operations, National Broadcasting Company, it was announced by **Robert W. Sarnoff,** chairman of the board of NBC. Trevarthen has been with NBC since April, 1959, when he was appointed director of television network operations.

□

Mike Shapiro, manager of WFAA-TV, Dallas, has been named general manager of all broadcast properties of the A. H. Belo Corp., parent company of the *Dallas Morning News*, owner of WFAA-TV, which will continue to be headed by Shapiro, who in his new position succeeds the late **Alex Keese.**

□

Les Sholty, former account supervisor for Kenyon & Eckhardt and one-time manager of that organization's Los Angeles office, has resigned from the agency to form his own advertising-public relations company, the Les Shorty Advertising Agency, Hollywood.

Milton Dubin Promoted

Milton R. Dubin, sales vice-president for Filmways, Inc., tv commercial producers, has been promoted to senior vice-president. He joined Filmways in 1954 as a sales executive.

TV Editorializing 'Good Business'

Editorializing by a television station is good business as well as providing a needed public service, Terry H. Lee, vice-president and managing director of WAGA-TV, Atlanta said here at the weekend. Lee spoke before the membership of the Television Bureau of Advertising at its annual meeting in the Waldorf-Astoria Hotel on "Editorializing and Sales Influence."

"In addition to the public service we feel we are accomplishing, there is a more tangible benefit in a very satisfying feeling from knowing that these efforts are paying off. . . . If you are not now editorializing at your station, then I say to you, you are missing a great bet," Lee said.

Lists 'Basic Objectives'

The basic objectives of the editorials, he said, were to "stimulate individual thinking on matters that affect the people and communities we serve" and "to inspire comment, interest and action." The station started them in May.

Lee emphasized that the editorials must be provocative and challenging. "Needless to say, we have not always been popular with some of our fine political friends when we tear into one of their pet projects or criticize their administration."

'Welcome Public Service'

The past five months have been most satisfying and rewarding, Lee continued. "That we have been successful, and that we have made definite progress in pursuit of our objectives, is not questioned in our minds. We have seen concrete, tangible proof, both in audience response and in dollars and cents pay-off, that WAGA-TV Editorial is a welcome public service and also a valuable sales tool."

Jayark Sells Post-'48 Package in 34 Markets

Jayark Films has sold its new "blockbuster" post-1948 features in 34 markets during the past two weeks since the package was first announced, according to Harvey Victor, vice-president for sales. The package includes "Only The Valiant," "Bugles In The Afternoon," "Mission In Morocco," "Kiss Tomorrow Goodbye" and other pictures which Jayark recently acquired from Cagney Productions.

Victor reported thet despite a noticeable slowdown in post-48 feature sales, its new package is selling at a faster pace than expected, due to station interest in acquiring small groups of top quality, late release pictures.

BEHOLD!
THE PERFECT HOLIDAY TREAT!



PRODUCED BY SAM KATZMAN · DIRECTED BY GEORGE SHERMAN

SCREENPLAY BY JESSE L. LASKY, JR. AND PAT SILVER · Based on a story by SAMUEL NEWMAN

CINEMASCOPE
COLOR by DE LUXE

It's Boxoffic
Magic from 20t

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 98 NEW YORK, U.S.A., TUESDAY, NOVEMBER 22, 1960 TEN CENTS

Annual Report

Outlook Good for Industry; Schneider Says

Columbia Head Hopeful of Continued Progress

While there are still "many hurdles to surmount," there is a favorable future ahead both for Columbia Pictures and the industry, Abe Schneider, president, states in a message to stockholders just distributed with the annual report for the fiscal year ended June 25, last.

Operating results, reported earlier, resulted in a profit of $2,107,000,

(*Continued on page 4*)

Acceptance 'Slow' for Monthly Ticket Plan

Special to THE DAILY

COLUMBUS, O., Nov. 21—Lack of understanding about the savings possible under the monthly theatre membership plan offered since Oct. 1 by Jerry Knight at the North Side Capital has slowed acceptance of the plan. He is hopeful that when patrons learn of the advantages of the plan they will respond in greater numbers.

Patrons may buy 24 admissions for $2 per month. Single admissions are 50c. Knight said that most of the

(*Continued on page 2*)

Columbia to Participate in Conn. Pay-TV Test

Columbia Pictures expects to participate in the Zenith test of pay-television in Hartford, Conn., Abe Schneider, Columbia president, states in the annual report to stockholders.

Results of the Telemeter test in Canada and the one in Hartford "will be studied most carefully before we commit our company to active participation in this new medium," he says. "It would be foolhardy, however, not to recognize the early experimentation in this area and to evaluate most carefully its future potential."

Pioneers Fete Hears Films' Role Lauded

By SHERWIN KANE

The motion picture industry, together with other communications media, may well contribute to further moves in the continuing efforts to make the Soviet Union a full-fledged member of the "world community of open societies," Ambassador James J. Wadsworth, U. S. Representative to the United Nations, told the annual dinner of the Motion Picture Pioneers at the Waldorf Astoria Hotel here last night.

Wadsworth was the principal speaker at the affair at which Joseph E. Levine, president of Embassy Pictures Corp., was honored as "Pioneer of the Year." In his own speech, Levine reminded the Pioneers to "look to the future" by helping to select and teach the young men of today "to serve this industry tomorrow."

Wadsworth cited the importance of communications to the work of the U.N., which has, he said, "a constant worldwide communication of ideas, not only among governments but also among peoples." This is especially important in the U.N.'s relations with the newly emerging nations of Africa and Asia, which he termed the "greatest single political transformation of this generation and perhaps even of this century."

In the process of the U.N.'s dealing

(*Continued on page 4*)

Photos of Pioneers at their 22nd annual dinner get-together at the Waldorf Astoria Hotel here last night are on Page 5. Photo of presentation to Joseph E. Levine, Pioneer of the Year, by S. H. Fabian, M. P. Pioneers president, is on Page 4.

SAG Votes, 4,369-549, To Strike the Networks

By SAMUEL D. BERNS

HOLLYWOOD, Nov. 21. — The Screen Actors Guild, by an 89 per cent majority vote, tonight authorized its national board of directors to call a strike against television networks, advertising agencies and producers of filmed and taped television commercials. The vote, taken by mail and tabulated by certified public account-

(*Continued on page 6*)

ABC, Academy Signs 'Oscar' Show Contracts

From THE DAILY Bureau

HOLLYWOOD, Nov. 21—Representatives of the American Broadcasting Company and the Academy of Motion Picture Arts and Sciences formally signed a contract under which ABC will broadcast the Academy's "Oscar" award ceremonies for the next five years.

Details of the contract were worked out by Thomas Moore, vice-

(*Continued on page 2*)

REVIEW:

The Great Imposter

Universal

THE REAL-LIFE career of one Ferdinand Waldo Demara, Jr., as presented on the screen in "The Great Imposter," seems not so much true-to-life as it seems hilarious. A predominantly comic approach has been taken to his colorful escapades, and with Tony Curtis giving a rollicking performance in the lead, the result is a fast-moving comedy with many laughs for the general audience.

Demara, as is well-known to the readers of Life Magazine along with

(*Continued on page 6*)

Annual Report

L. O. D. Hits Objectionable Films Rise

Domestic Films Rated 'B' Jump to 24.33 Per Cent

From THE DAILY Bureau

WASHINGTON, Nov. 21. — The Legion of Decency, the Catholic organization which morally evaluates films, said today that films for the past year have shown "an alarming departure from previously accepted and respected standards." The Legion said domestic films classed as objectionable rose from 14.59 of 1959's total Hollywood production to "the astounding figure of 24.33 per cent this year."

The film report was made to the Catholic bishops of the United States at their annual meeting here last week by Bishop James A. McNulty of Paterson, N. J., chairman of the Episcopal Committee for Motion Pictures, Radio and Television, which supervises the work of the Legion. A Legion spokesman said the Episcopal Committee was preparing a statement on the current trend which

(*Continued on page 2*)

Fox Sets Minimum of Four Films Per Month

Twentieth Century-Fox will have at least four films in production each month for the next 18 months and will place into release at least that number (4) every month during the period. In some months it plans to release five or six pictures.

This was made known at the conclusion of the company's two-day

(*Continued on page 2*)

New Zealand Visitor Optimistic for Industry

Confidence in the future of the motion picture business was expressed here yesterday by R. A. Usmar, representative for Quigley Publications in New Zealand, as a result of his study of industry conditions on a world tour he is making. Usmar, who

(*Continued on page 2*)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, has returned to New York from the Coast.

•

HOWARD MINSKY, assistant to GEORGE WELTNER, Paramount vice-president in charge of world sales, will leave New York today for Chicago.

•

N. A. "NAT" TAYLOR, vice-president of Beaver-Champion Attractions, Inc., arrived in New York yesterday from Toronto.

•

FRANK MANTZKE, president of North Central Allied Theatre Owners, Minneapolis, is in a hospital there for check-ups following a recent illness which prevented his attendance at the Allied convention in Chicago and forced the postponement of North Central's annual conclave.

•

JAMES F. GOULD, vice-president and treasurer of Radio City Music Hall, is back at his desk following a four-week trip to the Coast, during which he looked at forthcoming product at the studios.

•

LEW LAWRENCE, Southern division manager for Certified Reports, was in New York from Atlanta for the marriage Saturday of his son, RALPH EWING LAWRENCE, to VIRGINIA CARROLL TYSON.

•

CLARK RAMSEY, studio advertising director for MGM, and RALPH WHEELWRIGHT, who is handling the campaign for "King of Kings," have arrived in New York from Hollywood.

•

MRS. JOHN DIBENEDETTO has given birth to a girl in Worcester, Mass. Father is manager of Loew's Poli Theatre there.

•

HAROLD "BUD" ROSE, branch manager for Allied Artists in Milwaukee, was married there to MRS. CLAIRE OSTERMAN BAUM, with NAT NATHANSON, A. A. district manager, as best man.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
WILLIAM HOLDEN
THE WORLD OF SUZIE WONG
co-starring NANCY KWAN
SYLVIA SYMS • MICHAEL WILDING
A Paramount Release in TECHNICOLOR®
ON THE GREAT STAGE "TOWN AND COUNTRY"

L. of D. Hits

(*Continued from page* 1)

would be released at the end of November.

The Legion reviewed 275 films during the year, 222 domestic and 53 foreign. Of domestic films, 66 (29.73%) were A-1 (unobjectionable for general patronage); 47 (21.17%) were A-2 (adults and adolescents); 51 (22.97%) were A-3 (adults only); 54 (24.33%) were B (objectionable); 3 (1.35%) were condemned; 1 (.45%) was separately classified.

Report on Foreign Films

Of foreign films, 14 (26.41%) were A-1; 8 (15.09%) were A-2; 16 (30.19%) were A-3; 10 (18.87%) were B; 5 (9.43%) were condemned.

The previous year, the Legion reviewed 280 pictures, 233 domestic and 47 foreign. Thirty-four domestic (14.59%) were objectionable. None were condemned. Nine foreign films (19.15%) were objectionable, and seven (14.89%) were condemned.

It was announced that Bishop John King Mussio of Steubenville, Ohio, has completed his term as a member of the Episcopal Committee. He was replaced by Bishop John A. Donovan, Auxiliary Bishop of Detroit. Other members of the committee are Bishop Alden J. Bell, Auxiliary Bishop of Los Angeles, Calif., Bishop Lawrence J. Shehan, Bridgeport, Conn., and Bishop James V. Casey of Lincoln, Neb.

Educators Praised

The Legion report commended work by Catholic educators during the year in promoting communications arts courses. It noted that in the Archdiocese of Chicago the Adult Education Centers conducted a two-day conference on Motion Picture Education at Mundelein College, with the College co-sponsoring the program.

A similar project was instituted during the summer for high school students in Newark. At both Georgetown University (here) and Notre Dame University (South Bend, Ind.) film institutes were conducted, the report said.

Monthly Ticket Plan

(*Continued from page* 1)

Capitol's admissions are by membership. He says, however, that sometimes a patron asks for only four admissions at the boxoffice. When told that single tickets are 90c, so that four would be $3.60 and for only $2 he can get 24 admissions, the patron often declines to take the bargain.

Members have until the 20th of the following month to buy a second month's tickets. After that time Knight is free to release the reservations to another patron. New policy of the Capital is showing only "A" films six months after release. All are single features.

Florida Exchanges Donate Films for Kennedy's Home

Special to THE DAILY

PALM BEACH, Fla., Nov. 21. — Senator, and President-elect John F. Kennedy, a motion picture enthusiast, has been entertained by films screened in an impromptu screening room set up in the Kennedy family resort home here.

The films were contributed by the local exchanges.

ABC, Academy

(*Continued from page* 1)

president in charge of network programing; and Sandy Cummings, vice-president and director of tv network programs, western division, for ABC-TV and for the Academy by Valentine Davies, president; Margaret Herrick, executive director, Lloyd Wright, Jr., its legal counsel.

The 33rd annual presentation of the awards program, to be telecast and broadcast Monday, April 17, from Santa Monica Civic Auditorium will be carried over the full ABC-TV network of more than 240 stations. It is expected to reach approximately 97 per cent of television homes in the United States.

Five New Bookings For 'Spartacus' Set

Five additional Christmas openings on a roadshow basis have been set for Universal-International's "Spartacus" which is currently playing in six cities and was previously announced to open in seven additional cities making a total of 18 roadshow engagements which will be underway by the Christmas holidays.

All Seats Reserved

The five additional Christmas dates, all in 70mm and 10 performances weekly with all seats being reserved, will be at Wometco's 163rd Street Theatre in Miami; the Alouette Theatre in Montreal; the Music Box in Seattle; the Center in St. Petersburg and the United Artists in San Francisco. All opening dates are Dec. 22 with the exception of Miami which is Dec. 15.

New Zealand Leader

(*Continued from page* 1)

will be in New York for the rest of the week, is involved in both distribution and exhibition in New Zealand. He said he and a business partner are planning to build two new suburban theatres there shortly.

While in England Usmar wrote several articles on industry conditions there which have been published in New Zealand newspapers.

Fox Minimun

(*Continued from page* 1)

weekend planning session here whi ended Sunday. Spyros Skouras, pre dent, termed the meeting "the m successful and optimistic" in the h tory of the company. It was called make plans for production and leases through the spring of 1962.

Here for the meeting from West Coast was Robert Goldste who was complimented by Skou for the "tremendous strides and complishments he has made in fo short months as executive head production at the studio."

Top Officials Attend

Others present at the meeting we W. C. Michel, executive vice-pre dent; Murray Silverstone, head 20th-Fox International Corp.; Charl Einfeld, vice-president; Donald He derson, treasurer; and Glenn Nor general sales manager.

Titles of 48 of the pictures to made by 20th-Fox in the 18 mont were listed in the statement issu here yesterday concerning the mee ing.

U.S. and France Ratif Cooperative Agreemen

From THE DAILY Bureau

WASHINGTON, Nov. 21.—T United States and France have e changed instruments of ratificati for a "convention of establishment It becomes effective on Dec. 21, 196

The convention is similar to t treaties of friendship, commerce a navigation that the U.S. has wi many other countries insofar as concerns business activities, inves ments, and personal and proper rights of nationals of one count within territory of the other. It do not contain provisions dealing wi imports or exports.

In the convention, each count undertakes to give citizens and co porations of the other treatment less favorable than that given to i own citizens and to further interna tional investment.

Funeral Services Held For Jack Harrison, 53

Funeral services for Jack Harriso 53, New York editorial representativ for "The Hollywood Reporter" f many years, were held yesterday the Universal Funeral Chapel, 52d an Lexington. Burial was private.

Harrison, who had returned to h office several weeks ago following heart attack suffered in Septembe was fatally stricken on Saturday the home of a sister, Mrs. Lillian C Hoffman, in Brooklyn. Also survivin is a brother, Edward Harrison, inde pendent film importer and distribu tor, and a sister, Mrs. Ruth G. Levy

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

GET YOUR N.S.S. *Holiday Greeting Trailer* NOW!

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As the scene opens we find ourselves in a richly panelled library...

our host is holding a book... outside snow is falling...

and in the distance we hear bells from a nearby church playing Christmas Carols.



Our eyes are misty with holiday hopes and holiday joy as our host reads to us of the eternal message of Christmas...

and the eternal hope the New Year brings.

"God bless us, every one," he says, ...

and the unforgettable phrase from Charles Dickens' A CHRISTMAS CAROL sounds in our ears with the solemn joy of the holiday bells!

All the warmth and friendliness of the Holiday Season has been packed into National Screen's HOLIDAY GREETING TRAILER for 1960-61 ...Magnificently produced in rich, glowing COLOR...in an opulent setting, tastefully designed to appeal to your patrons and reflect the good taste and sincerity of your theatre management.

It's the SHOWMAN's *Holiday Handshake* with your patrons...a *must* for any well-operated theatre...and a good-will gesture through



National Screen SHOWMANSHIP!

Hazards of Choosing Magazine Cover Subjects

The cover of the December issue of Cosmopolitan magazine just out, pictures a smiling Marilyn Monroe and Clark Gable as exponents of the issue's theme, "the pursuit of happiness."

Since the magazine went to press, Miss Monroe announced her plans to divorce Arthur Miller, and Clark Gable was the victim of a fatal heart attack.

Outlook Good

(*Continued from page* 1)

which compares with a profit for the previous year of $151,000.

Schneider notes that the company anticipates "an unusual number of strong box office attractions during the next period" and is hopeful that its "forward momentum will continue unchecked."

On post-'48 sales to tv, Schneider says the company will lease a group of these through Screen Gems in the current year. The number to be made available will depend on the needs of the tv market. Revenues resulting from this source will be used to advance Columbia feature film production.

"We will not release any feature to television until its theatrical reissue has been satisfactorily exhausted," he says.

Schneider reports to stockholders on such developments during the year as the strikes in Hollywood, dismissal of the Screen Gems suit; progress of two other subsidiary activities—Colpix Records and KCPX, radio and tv station in Salt Lake City; consoldiation of distribution facilities in Canada with Paramount Pictures. On the latter Schneider says the sharing of facilities is expected to cut costs substantially and could be extended to other territories.

Reynolds to Organize Nizer Dinner Program

Author and news commentator Quentin Reynolds will head and organize a special program for the 1960 "Health for Peace" dinner, it was announced by Maxwell Rabb, chairman of the event. The dinner will be held on Dec. 14 on the Starlight Roof of the Hotel Waldorf-Astoria on behalf of the Children's Asthma Institute for Research ("A.I.R.") and will honor Louis Nizer, prominent New York attorney and author.

Max E. Youngstein, United Artists vice president, is honorary chairman of the dinner. Youngstein has been a leader and founder of the Institute and is a member of the National Board of Trustees. Nizer is being cited both for his pioneer scientific endeavors on behalf of the Institute and his devoted work in support of the health for peace ideal.

Pioneers Dinner Hears Films' Role Laude

(*Continued from page* 1)

with the attendant problems, Wadsworth said, "the motion picture industry of America is sure to play a big part. This is especially the case in places where, because of the language barrier and the problem of illiteracy, films are the most potent form of mass communication."

Withholding from Video

He said the U.N.'s most difficult problem of communication lies in the communist countries, where the free exchange of ideas and information are rigidly restricted and where internal communications are employed "to bind the mind of every citizen to the dogmas of the state; to instill hatred and false fears of the outside world and to perpetuate myths about 'Wall Street imperialism' to justify their own aggressive policies."

The only progress that the free world has been able to make in penetrating Iron Curtain barriers in recent years has been in the exchange agreements worked out with the Soviet Union and in which, Wadsworth said, "the motion picture industry has made an especially fine contribution, and you who are in that industry do not have to be told what public enthusiasm has greeted the American films which have been shown in Moscow under the agreement."

Introduced by Johnston

Wadsworth was introduced by Eric Johnston, president of the Motion Picture Association of America. George Jessel served as toastmaster.

S. H. Fabian, president of the Pioneers, presented Levine with an engraved silver bowl memorializing his designation as Pioneer of the Year as a capacity crowd of more than 500 watched in the Waldorf's Starlight Roof. The bowl was inscribed: "In recognition of your courage and vigorous leadership and for infusing a new vitality into a great industry in a manner which characterizes the highest tradition of showmanship, we proudly present you with this symbol of our esteem and affection. The Motion Picture Pioneers Inc."

In his response in which he called for the training of young men to take over the tasks of their industry elders, Levine called attention to his son, Richard, in the audience, saying he looks to the younger man "as a great symbol of the future, a symbol that at once characterizes the dynamism and the vitality of this industry.

"As Pioneers, it is most import... for all of us to look to the fut... and the young men who must ... taught today if they are to serve t... industry tomorrow.

"We leave these men of tomor... a rich heritage, but more importa... we leave them a major and vital fo... in international communications, ... vibrant instrument for world peace.

"It is incumbent on all of us ... Pioneers to reach out and find ... able young men of today who we ... teach to meet the challenges of t... industry in the many tomorrows th... will follow."

Levine said he accepted the aw... "in behalf of the Pioneers of 198... young men of today whom all of ... will train to meet the challenges ... the many tomorrows that we pray w... follow."

The invocation was given by I... Israel Kazis.

Levine was the 17th Pioneer of t... Year to be honored by the organiz... tion. Previous Pioneers were Adol... Zukor, Gus S. Eyssell, Cecil B. D... Mille, Spyros P. Skouras, Jack, Albe... and Harry M. Warner, Nate J. Blu... berg, Barney Balaban, Fabian, H... man Robbins, Robert J. O'Donne... Joseph R. Vogel, Robert Benjamin a... Arthur Krim, and Steve Broidy.

More than 40 new members of t... Pioneers were inducted by Jud... Ferdinand M. Pecora in a ritual th... is a feature of the annual dinne... Judge Pecora, who is counsel to t... industry law firm of Schwartz ... Frohlich, was assisted by Fabian ... the procedure. To be eligible ... membership in the Pioneers an i... dividual must have been a mem... of the industry for at least 25 yea...

Alan King Entertains

Night club and tv performer Al... King headed the entertainment, a... Al Rickey and his orchestra provid... the music.

Among those at the dais wer... Charles Alicoate, Balaban, Benjami... Harry Brandt, George Dembow, Sa... Dembow, Jr., Ned E. Depinet, J... Emanuel, Eyssell, Fabian, Leopo... Friedman William J. German, J. ... Gortatowsky, Abel Green and W... liam J. Heineman.

Also, George Jessel, Eric Johnsto... Ben Kalmenson, Dr. Israel Kazis, H... old G. Kern, Alan King, Marv... Kirsch, Krim, Goffredo Lombard... Jimmy McHugh, H. H. Martin, Ro... ert Mochrie, Abe Montague, John ... O'Connor, Judge Pecora, Euge... Picker, Martin Quigley, Milton Rac... mil, Sam Rinzler, Robbins, Sa... Rosen, Abe Schneider, Sol ... Schwartz, Ben Shlyen, Eddie Sol... mon, Vogel, Ambassador Wadswort... Richard Walsh, Jack Warner, Jon... than Winters and Zukor.



Joseph E. Levine accepts the 1960 Pioneer of the Year award from S. H. Fabian, president of the Pioneers. The award was made last night before a large gathering of industry leaders at the 22nd annual Pioneers dinner at the Waldorf-Astoria.

Lee Newberry Wins Cadillac At M.P. Pioneers Dinner

Lee W. Newberry, exhibitor of Manisquan, N. J., at the Motion Picture Pioneers dinner last night won the 1961 Cadillac which had been donated by Mrs. Joseph E. Levine and children as top prize in the annual raffle to benefit the Foundation of Motion Picture Pioneers, Inc. The winning ticket was drawn by Dr. Israel Kazis. Tickets for the drawing were sold throughout the country by the M-G-M sales organization under Robert Mochrie, general sales manager, as well as at the dinner last night.

The Foundation of Motion Picture Pioneers provides financial assistance to needy veterans of the industry.

'Exodus' in Minneapol...

Otto Preminger's "Exodus" w... have its Minneapolis premiere at th... Academy Theatre on Jan. 18, startin... an unlimited, reserved-seat engag... ment.

he 22nd Reunion of The Motion Picture Pioneers



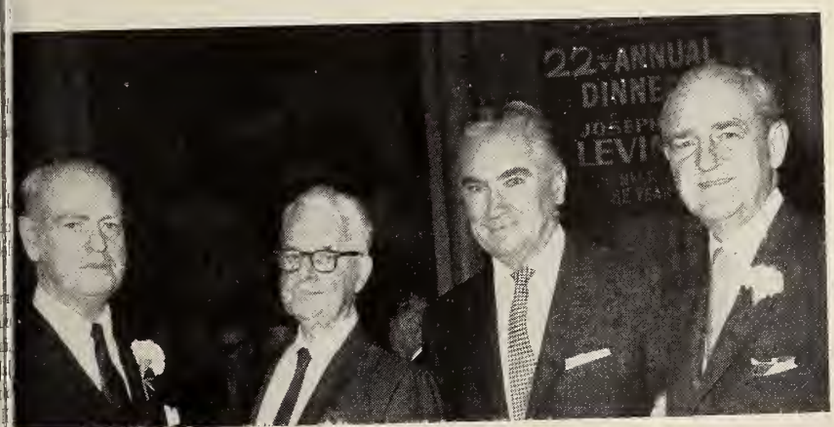
Benj. Kalmenson, Robert Mochrie and Wolfe Cohen.



l Schwartz, George Jessel, Joseph E. Levine and Richard Levine.



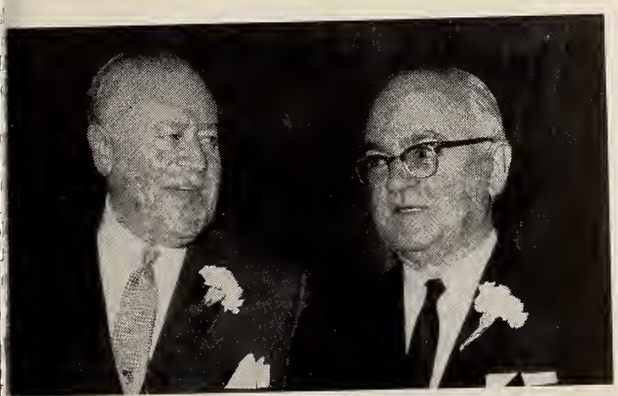
William German and Leopold Friedman.



lartin Quigley, Paul Mooney, Don Velde and Ned E. Depinet.



Samuel Rinzler, S. H. Fabian and Bernard Kranze.



am Dembow, Jr., and John J. O'Connor.



James Gould, Russell V. Downing, Joseph Bellfort and Gus S. Eyssell.

METROPOLITAN PHOTOS

SAG to Strike

(*Continued from page* 1)

ants, was 4,369 in favor of strike authorization, 549 against, and was announced by guild president George Chandler at a mass membership meeting in the Beverly Hilton Hotel.

Immediately upon receipt of the certification on the strike authorization vote result and just prior to the membership meeting, the guild national board voted unanimously to reject the latest counteroffer of the employers and to call a strike, with full authority to guild's executive committee (composed of the officers) to set the time for the start of the walkout.

Formal Presentation Due

All indications at the guild meeting were that the strike would start shortly after the results of the guild membership vote and board action are formally presented to negotiators for networks, ad agencies and commercial producers.

Also during the meeting, the guild elected as officers, in addition to president George Chandler, Dana Andrews, first vice-president; James Garner, second vice-president; John Litel, third vice-president; Ann Doran, recording secretary, and Frank Faylen, treasurer.

Residuals Reported

President Chandler reported that during the 12-month period ended Oct. 31, 1960, the guild collected and distributed to members in residuals on television entertainment programs, and payments on theatrical pictures sold to television and claims against the producers for contract violations, the all-time record sum of $6,512,607. of this amount $5,316,307 was in program residuals, another new high, bringing the total amount of residuals distributed since the first television residual checks were processed by guild in December, 1953, to $17,-386,425.

National board members elected to represent the New York branch of the guild are Ernest Chappell, Humphrey Davis, Ron Rawson and Luis Van Rooten.

Medical Aid Planned

Benefits of the recently-negotiated guild health and welfare plan for motion picture actors, financed entirely by the producers, were disclosed for the first time. Martin Segel, guest speaker, told the actors that effective Jan. 1, 1961, the major portion of doctors' and hospital bills will be paid for guild members and their families.

There also will be substantial life insurance and accident insurance coverage.

President Chandler estimated that in theatrical pictures alone, employers will contribute a minimum of $1,650,000 a year into the health and welfare plan and the accompanying pension plan.

President Chandler's annual report disclosed that the guild's paid-up membership has reached an all-time high, 13,685 as of Oct. 31, 1960, of whom 9,396 are in the Hollywood area, 3,481 at New York and 808 in other cities.

MONEY MAKING MERCHANT XMAS SALES MANUAL FREE ON REQUEST

For The Quickest And Best Holiday Promotion Trailers

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FILMACK

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The Great Imposter

CONTINUED FROM PAGE 1

those who followed the accounts of his lively activities in the newspapers, is the versatile man who assumed a great variety of names and professions here and in Canada before he was finally exposed. Lacking even a high-school education, he successfully passed himself off as a doctor of philosophy. With equal ease he became a novitiate in a Trappist monastery, a Royal Canadian Navy surgeon, an assistant prison warden, and a school teacher. He was in short, a masquerader, *par excellence.*

On the theory this was all pretty incredible, even though it really did happen, Liam O'Brien wrote a screenplay (based on the book by Robert Crichton) that stresses the humor in the situations. Things do become serious occasionally—as when the hero seeks to reform some hardened criminals at the prison and when he operates on 19 Korean soldiers while in the Canadian navy and saves the lives of each. Mostly, however, the emphasis is on the light-hearted, and Curtis and a talented supporting cast, under the direction of Robert Mulligan, have fallen right into the spirit of tongue-in-cheek.

In the film Demara gets his start by falsifying his record as a U.S. Marine in order to become eligible for a direct commission. This backfires when he learns his papers will automatically be verified by the F.B.I. To prevent exposure he contrives to make it appear he has drowned himself!

Next he enters the Trappist monastery but finds he cannot conform. He goes on to the prison where, on the basis of forged credentials, he gets a top post. He reforms the toughest cell block in the prison, while romancing the warden's daughter on the side. When somebody comes along who can expose him, he flees once more.

This time it's off to the Canadian navy, where—in the picture's funniest scene and the one that got the loudest laughs at a theatre audience preview—he extracts the tooth of the ship's captain after reading how to do it in a book! His operations on the Korean soldiers follow. But soon he is exposed once again.

In sketching the life of Demara as primarily one boyish prank after another writer O'Brien gave director Mulligan a formidable task in mood-shifting as he suddenly jumps from a comic scene to a serious one. For the most part the transitions are managed smoothly. There are slight attempts here and there to get underneath the Demara character—to explain "why" he does what he does. These do not come to much, however, which is probably just as well as far as the average spectator is concerned.

Throughout Curtis maintains a gay, insouciant manner that will win audiences. Part of the fun in the picture is watching a host of talented character actors suddenly appear to do a "bit"—Gary Merrill as the father of Demara; Karl Malden as the priest who advises him; Raymond Massey as the head of the Trappist monastery; Arthur O'Connell as the prison warden; and Edmund O'Brien as the ship's captain. The girls in the hero's life are attractively played by Joan Blackman, Sue Ane Langdon, and Cindi Wood. Robert Arthur produced.

Sold as a comedy, a vehicle for Curtis, and a "true" story, "The Great Imposter" should do good business everywhere.

Running time, 112 minutes. Release, in February, 1961.

RICHARD GERTNER

All AFTRA Boards Reject Pact Terms

With all three sections of the national board of the American Federation of Television and Radio Artists, east, west and central, having voted within the past few days to reject the networks' proposals for a new contract, a strike call can be issued at any time, an AFTRA spokesman said yesterday.

A final effort to effect a settlement will be made today when representatives of all factions will meet here with Federal mediator J. R. Mandelbaum in an effort to iron out the differences which may idle some 16,000 members of the AFTRA and several thousands more of the SAG. The meeting, which will start at 10:30 A.M., will be held at 341 Ninth Ave.

Late Friday night, the Central board of AFTRA in Chicago rejected the networks proposals, which had been rejected earlier by the New York and Hollywood boards.

PEOPLE

Mitchell Wolfson, president Wometco Enterprises Miami, the subject of "Our Sunday Portr in the *Miami News*, which paid t ute to the motion picture and br casting executive with the follow caption: "Mitchell Wolfson, head the Wometco theatre and televi chain. He can smile broadly in l ing back over a long career of acc plishment in Greater Miami and F ida. One of the first movie men realize he couldn't beat tv, he joi it. His company netted almost a lion dollars, doubling its profits in first year as a public stock firm. W son restored the Audubon House his native Key West. He is a for mayor and councilman of Mi Beach and won four battle stars lieutenant colonel in World War

□

Leonard H. Goldenson, presid of American Broadcasting-Paramo Theatres, who last week was reelec to serve a fifth term as chairman United Cerebral Palsy Associatio has been honored again by that ganization, which bestowed its Le ership award upon him at the clos session of its 11th annual confere in Chicago.

□

Bob Stroh, manager of the Natio Theatre, Greensboro, N. C., has sumed new duties as city manager Bluefield, West Va., for the Wil Kincey circuit. His post at Gree boro will be taken over by Al Co dale, of Roanoke, Va.

□

Bert Spielvogel, who in the p has operated a motion picture and a vertising photography studio in Was ington, D. C., has Joined On Fil Inc., of Princeton, N. J., as direct of cinematography. He will supervi all camera work, including the anim tion department.

'Worlds' Print Record

London, Nov. 21—A total of 5 color prints of "The 3 Worlds of Gu liver" will be in circulation simu taneously during Christmas wee when the film is scheduled for worl wide release by Columbia Picture This is said to be a record color pri order on a single film for the co pany. In the United States alone mo than 400 openings of the film ha been set for the same week.

WOMPI Group Wins

JACKSONVILLE, Nov. 21. — T local chapter of Women of the M tion Picture Industry has scored victory over other women's organiz tions here to win a $100 first priz on November from Community Clu Awards, which are sponsored here b Radio Station WMBR. The money ha been earmarked for a WOMPI charit project.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

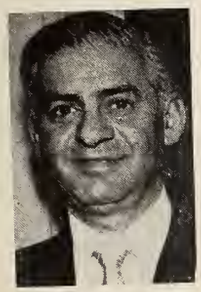
VOL. 88, NO. 99 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 23, 1960 TEN CENTS

...ucceeds Fabian

...ol Schwartz ...s Elected ...ACE Chairman

...rganization's 2nd Head; ...abian on Production

Sol A. Schwartz, president of RKO ...heatres, yesterday was elected chair...an of the American Congress of Ex...ibitors at a ...eeting of the ...CE executive ...ommittee here. The election ...f Schwartz ...ill free S. H. ...abian, whom ...e succeeds as ...CE chairman, ...o concentrate ...n final phases ...f the organ...zation and fi...ancing of the ...ACE Produc...ions Co., which is the exhibitor or-



Sol Schwartz

(*Continued on page 3*)

Republic 12-Mo. Sales $30,000,000: Carter

By SAMUEL D. BERNS

HOLLYWOOD, Nov. 22.—Sales of Republic Corp. were up to approximately $30,000,000 for the year ended Oct. 29, 1960, from the $28,250,000 in fiscal 1959, with profits for the fiscal year just ended in excess of $1,600,000 or approximately 80 cents a share on the 2,004,190 common

(*Continued on page 6*)

Freed Again to Produce Academy Awards Show

From THE DAILY Bureau

HOLLYWOOD, Nov. 22.—Arthur Freed, veteran producer and song writer, has been named producer of 33rd annual Academy Awards presentation, April 17, it was announced today by Steve Broidy, awards pro-

(*Continued on page 5*)

TELEVISION TODAY—page 5

MPAA Board Hears Report on 1961 Censorship Legislation Outlook

The threat of censorship legislation on many state fronts in the coming year was reported to members of the board of the Motion Picture Association at a meeting here yesterday by Manning Clagett, MPAA legislative representative.

Clagett reported on numerous state legislatures that will be meeting in 1961 and on the prospects that censorship or film classification measures will be introduced in some of them.

The problem was described as one of increasing concern for the industry and while there was some discussion of what might be done about the situation, no definite program or other plan of action has been evolved.

Clagett's report, it was stated, was designed primarily to bring MPAA

(*Continued on page 6*)

AB-PT Meet to Plan April-May-June Drive

A meeting of affiliates of American Broadcasting - Paramount Theatres to plan a special April-May-June drive next year will be held at Kiamesha Lake, N. Y., on Dec. 15 and 16, it was announced yesterday by Edward L. Hyman, vice-president. The sessions will be held at the Concord Hotel.

At the meeting Hyman's new release schedule, compiled in the interest of orderly distribution and covering the releases of all distributors for the first six months of 1961 and in

(*Continued on page 6*)

SAG, AFTRA, Webs To Talk Here Saturday

From THE DAILY Bureau

HOLLYWOOD, Nov. 22. — John Dales, Screen Actors Guild national secretary and chief negotiator; Chester Igden, assistant executive secretary, and William Berger, the guild's legal counsel, will fly to New York on Friday morning for a meeting on Saturday with negotiators for the Ameri-

(*Continued on page 5*)

Rackmil Will Conduct Sales Meetings Abroad

Milton R. Rackmil, Universal Pictures president, accompanied by Americo Aboaf, vice-president and foreign general manager, will leave here at the weekend for Europe to conduct a series of sales conferences, during which they will meet with key company executives and leading exhibitors. Included in their itinerary is the London premiere of "Spartacus," on Dec. 7, at the Metropole Theatre.

In their sales meetings, Rackmil and Aboaf will outline plans for U-I's

(*Continued on page 6*)

Fox Promotions of 63 Sales Employees From Ranks Set Record for Dep't.

What was described as the largest number of promotions from the ranks in the history of the 20th Century-Fox sales department was announced yesterday by Glenn Norris, general sales manager. He said the announcements constitute the second step in the reinforcement of the territorially autonomous structure of the 20th-Fox field offices as well as finalizing the co-ordinational program initiated with the establishment of the sales cabinet.

The creation of the sales cabinet, two retirements and the creation of branch sales managerial posts started a chain of promotions involving 63 employees at 11 20th-Fox branches in the United States and Canada. While Norris retains responsibility for over-all results, the autonomous status of the branches attains added importance, for through the sales cabinet's co-ordinators the field now has a decisive voice in determination of sales policies and procedural moves on all 20th-Fox pictures released in the domestic market.

Moreover, the promotions, in every instance, have strengthened the functioning capacities of the branches. Communication between the autonomous branches and home office have been substantially strengthened, Norris said.

With the elevation of 21 managers, branch sales manager and salesmen to

(*Continued on page 4*)

In U.S., Canada

Name Pickman Para. Domestic Sales Manager

To Serve Under Weltner; 2-Fold Purpose in Change

The appointment of Jerome Pickman as domestic general sales manager for Paramount Pictures was announced yesterday by Barney Balaban, president.

Pickman, vice-president of Paramount Film Distributing Corp., has been director of advertising, publicity and exploitation for Paramount since 1951. In his new post, according to Balaban, Pickman will be in charge of the company's motion



Jerome Pickman

(*Continued on page 2*)

Levine Signs Titanus In Co-Production Deal

(Picture on page 2)

A long range co-production program between Titanus Films of Italy and Joseph E. Levine's Embassy Pictures was announced yesterday at a press luncheon at the Four Seasons. The agreement involves the production of three to four major productions aimed at mass audience exploitation annually. The announcement

(*Continued on page 2*)

Not 'Runaway' But 'On-the-Spot': Marton

"Runaway" production is not properly so-called when it is "on the spot" production, according to Andrew Marton, director of 20th Century-Fox's "It Happened in Athens." Marton, just returned from five weeks of shooting the story of the revival in 1896 of the ancient Greek Olympic games, met the trade press at a break-

(*Continued on page 6*)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century - Fox, and OTTO KOEGEL, chief counsel, will return to New York from Europe today via B.O.A.C.

•

B. G. KRANZE, vice - president of Cinerama, Inc., has left New York for Toledo, to attend the opening of "This Is Cinerama" at the Paramount Theatre there.

•

DR. LIONELLO SANTI, president of Calatea Productions, producers of "Esther and the King," has arrived in New York from Europe. He plans to be in Los Angeles on Monday.

•

LOU MARKS, M-C-M division manager, was in Cleveland from Detroit.

•

JEFF LIVINGSTON, Universal Pictures executive coordinator of sales and advertising, will return to New York today following a short trip to Hollywood.

•

BLAIR MOONEY, of Academy Films, Cleveland, has returned there from New York.

•

RICHARD ATTENBOROUGH, co - producer and co-star of "The Angry Silence," will arrive in New York from Hollywood on Dec. 5 in connection with the American premiere of the film.

•

P. F. ROSIAN, Universal regional manager, was in Jacksonville from Cleveland.

•

STAN MARGULIES, associate producer of Bryna Productions, on Dec. 5 will be in Pittsburgh from Hollywood on behalf of "Spartacus," which will open a roadshow engagement there on Dec. 23 at the Nixon Theatre.

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JACK SILVERTHORNE, manager of Hippodrome Theatre, Cleveland, has returned there from Oxford, O., after having accompanied his daughter to Miami University there.

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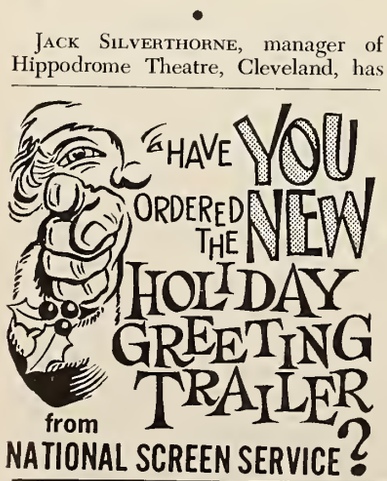
LESTER WURTELE, Columbia branch manager in Philadelphia and chief barker-elect of the Philadelphia Variety Club, is in Einstein Medical Center in that city.

•

MRS. ROBIN CLASS has given birth to a boy in Cowan, Tenn. Father is operator of the Rex Theatre in that community.

•

KIM NOVAK arrived in New York yesterday from the Coast.



Name Pickman

(*Continued from page* 1)

picture distribution in the United States and Canada under George Weltner, Paramount Pictures vice-president in charge of world-wide sales.

"The realignment of Paramount's distribution organization in the United States and Canada has a two-fold purpose," Balaban said. "More intensive concentration and coordination between marketing and merchandising in the domestic market will result from Pickman's appointment.

"Mr. Weltner, while supervising domestic and foreign sales policy and operations, will be able to effect closer liaison with Paramount's production activities in Hollywood and other parts of the world in addition to devoting more time to the management of Paramount's motion picture activities," Balaban added.

Pickman does not succeed anyone. Weltner has been in charge of world-wide distribution, and the new Pickman post is the re-establishment of one that had been discontinued for some years.

'Pepe' Sequence Set For Color Telecast

A musical sequence from "Pepe," the Columbia release, will be broadcast at 11:10 A.M. tomorrow over the NBC network. It will highlight the title song, and Shirley Jones will star in the number when the flower-decked "Pepe" float, which is taking part in the Macy Thanksgiving Day parade, reaches Herald Square. Special choreography for the sequence was arranged by Alex Romero, who handled much of the dance numbers for the film.

Johnston to Speak

Eric Johnston, president of the Motion Picture Association, will address the directors luncheon meeting of Metropolitan Motion Picture Theatres Association on Dec. 6 at the Hotel Astor here. Leslie R. Schwartz will be inaugurated as new president of MMPTA.



Goffredo Lombardo, president of Titanus Films, at the Joseph E. Levine luncheon yesterday. At left is Franco DeSimone, vice-president and general manager of Titanus.

Levine Signs

(*Continued from page* 1)

was made in a join statement by Levine and Goffredo Lombardo, president of Titanus.

Two Titanus-Embassy co-productions are presently in work. They are "Thief of Bagdad," in Eastman color and wide-screen starring Steve Reeves; and "Sodom and Comorrah," which starts shoooting in January with Stewart Granger heading an important cast.

Lombardo stated that Titanus, which has been operating for 55 years, was prepared to make international pictures, seeking the best writers, directors, producers and stars regardless of their nationality. The Italian studio head paid tribute to Levine who, he said, "has shown the world film industry the new way to sell films."

'Family Audience' Stressed

In acknowledging his guest, who flew to the United States specifically to attend the Motion Picture Pioneers dinner Monday night, Levine remarked that Titanus is to the film industry abroad what Adolph Zukor has been to the U. S. motion picture tradition in this country. "In association with Titanus," he said, "we are prepared to give exhibitors throughout the world the kind of mass entertainment product they need for family audiences."

Also present at the luncheon was Titanus executive vice - president Franco DeSimone, who journeyed to the U. S. with Lombardo.

Holiday Notice

MOTION PICTURE DAILY will not be published tomorrow, Nov. 24, Thanksgiving Day.

Levine Claims Rights To 'La Dolce Vita'

American rights to "La Dol Vita," prize-winning — and cont versial — Italian picture, belong Embassy Pictures under a verb agreement with the producer of t film, Joseph E. Levine declared y terday. Purchase of the picture w announced two weeks ago at the A lied convention by A. W. Schwalbe for the new Omat Corporation.

According to Levine a verbal agre ment, made before witnesses, is leg under Italian law. He made such agreement, involving an advance $500,000 and subject to the pictu passing U. S. customs, and intends institute legal action to enforce l rights, he declared.

'Fugitive' Shown at Acapulco Festival

Special to THE DAILY

ACAPULCO, Mexico, Nov. 22 United Artists' "The Fugitive Kin was the first U. S. entry to screened in the third world film fes val here. It was shown last night to capacity audience of 3,000, followi the presentation of visiting notabl by Robert J. Corkery, vice-preside of the Motion Picture Export Ass of America.

Corkery introduced actor Robe Cummings and his wife; Londa Be nett, "Miss Universe"; and Joel Ha United Artists manager in Mexico.

Eric Johnston, MPEA presider will arrive in Mexico City tomorro and Acapulco on Saturday. Also d here are Jack Lemmon, Robert Saxo and Rita Cam for a party to be giv by the MPEA on Saturday night.

More light + slower burn= lower costs

NATIONAL TRADE MARK

PROJECTOR CARBONS

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

S. Film Exports Show se for Nine Months

From THE DAILY Bureau

ASHINGTON, Nov. 22.—U. S. orts of motion picture film and ipment during the first nine ths of 1960 amounted to $34,-,305—a 9.5 per cent increase over orts for the corresponding period 1959, according to the Motion ure Division of the Commerce partment.

Foreign shipments of raw stock for 0's first three quarters was 513,-,912 linear feet valued at $15,063,-. For the same period of 1959, raw k exports were 527,964,693 linear t valued at $13,210,463.

Division Chief Nathan Golden ed that a 62 per cent increase in value of exports of 35mm negative more than offset lower exports of nm and 35mm positive raw stock . For the nine-month period, a de-ed drop in the quantity and value exposed 16mm and 35mm motion ture feature films exported was orted.

All Types Gained

Total exports of all types of motion ture equipment during the first ee-quarters of the year amounted more than $12 million—nearly 15 r cent higher than shipments for the rresponding 1959 period. The gain as primarily due to the 50.5 per cent crease in 8mm motion picture cam-as, the 66.1 per cent in motion pic-re screens, and the 36.7 per cent in otion picture studio equipment.

ol. Gets 'Ashtabula'

HOLLYWOOD, Nov. 22. — A ique pre-production deal, involving multaneous acquisition of both age and screen rights of a major roperty, Samuel J. Briskin, Columbia's vice-president in charge of West oast activities, announced today that olumbia has closed a deal for "The ing from Ashtabula," new novel by ern Sneider. Prior to the film production of the comedy, which will be roduced and directed by Morton Da osta, "The King from Ashtabula" ill be produced as a play on the roadway stage.

Reade House 3-a-Week

ALBANY, Nov. 22.—Walter Reade, r.'s Community theatre, Hudson, is ow operating Friday-Saturday-Sunday, according to word here. It is he only conventional theatre in that ity of 12,000.

Schwartz Succeeds Fabian

(*Continued from page 1*)

ganization's project for relieving the product shortage by adding a new source of production. Next Jan. 1 is the deadline for completion of financing for the new production company.

Fabian has been chairman of ACE since its inception two years ago. He will continue to serve as a member of the ACE executive committee and as chairman of its Committee on Ways and Means to Increase Motion Picture Production.

Schwartz's election yesterday was by unanimous vote.

In accepting his new post, Schwartz said he would "continue the policies of ACE as outlined in its original agenda" and he was assured by the executive committee that he would have its "full cooperation in his activities."

Top Officials Attend

Present at yesterday's meeting were: Emanuel Frisch, Philip Harling, Edward Lider, Fabian, Schwartz, E. D. Martin, George Kerasotes, Albert Pickus, Harry Mandel, Sidney Markley, Irving Dollinger, Harry Goldberg and Merlin Lewis.

Fordham Film Study Club Is Organized

Formation of the Fordham Film Study Club was announced by Fordham University's Communication Arts Department. It will present regular programs of prominent American and foreign films in a symposium format, and is organized according to the norms and directives of the Encyclical Letter of the late Pope Pius XII on entertainment media, published in 1957.

Prior to screening, a critic will give an appreciation of the film in terms of its sociological and moral aspects, as well as its cultural and artistic values. An open forum discussion, conducted by the guest critic, will follow the showing.

Continuous Policy for 'Alamo' in Pittsburgh

Special to THE DAILY

PITTSBURGH, Nov. 23. — "The Alamo," which had originally been scheduled to open at the Warner Theatre here as a roadshow, will open there Dec. 23 on a continuous policy basis instead. It will replace "Ben Hur," and "Exodus" will follow "The Alamo" at the Warner.

The policy change for "The Alamo" means that the Nixon Theatre will have no roadshow competition for a while as the legitimate house returns to a film policy on Dec. 22 with "Spartacus."

Wausau Theatre Taken

WAUSAU, Wisc., Nov. 22.—Wisconsin Amusement Co. has taken over the Hollywood Theatre here, formerly operated by Sig Goldberg, who also owns the Hi-Way 29 Drive-in here. Al Frank will be general manager of the Hollywood.

Admission Prices in Rise for Third Quarter

From THE DAILY Bureau

WASHINGTON, Nov. 22. — The Labor Department's index of motion picture admission prices during the third quarter of the year more than made up its slight second-quarter decline. At the end of September, the price index for motion picture admissions stood at 150.6 per cent of the 1947-49 average. The average admission price during 1959 was 140 per cent of the base-period price.

Adult admissions during the quarter stood at 149.6 on the index, a rise of 3.6 points from the second-quarter figure, but only 1.3 points higher than the first 1960 quarter. Children's admissions were at 147.6 on the index, up from the June quarter's 143.4, which in turn was 2.1 points higher than the March quarter.

Average adult admission during 1959 was 140.8 per cent of the 1947-49 average, while children's admissions were 131.9 per cent.

Legion Reviews 4; 'Esther' in Class B

The National Legion of Decency reviewed four films this week, placing one, "Esther and the King" (20th-Fox) in Class B, morally objectionable in part for all. The Legion objection: "Whatever biblical values this film may pretend to possess are nullified by the deplorable fact that in its treatment the film resorts to excessive sensuality in dancing, costuming, and situations."

In Class A, Section 2 (adults and adolescents) is "Goliath and the Dragon" (American Int'l.). In Class A, Section 3 (adults) are "Exodus" (U.A.) and "Heroes Die Young" (A.A.).

PEOPLE

Eugene Picker, president of Loew's Theatres, has been named chairman of the motion picture division of the New York Arthritis and Rheumatism Foundation, heading that organization's drive to raise funds in the film industry toward an over-all metropolitan area goal of $1,000,000.

□

Fredric March has been named "Key Man of the Year" by the fashion division of the Federation of Jewish Philanthropies of New York, and will be honored at the annual Award Dinner to be held at the Waldorf-Astoria here on Nov. 29. The citation has been made on the basis of "creative achievements and notable contributions to the advancement of international understanding."

□

Jim Coyne has been promoted to the post of head booker in the M-G-M Philadelphia office with the return of **Charles Kastleman** as office manager for the local exchange.

□

Carlton Tapley has taken over from **J. B. Larisey** the Grand Theatre, Sylvania, Ga.

□

E. D. Strange has leased his theatre in Gordon, Ga., to **W. C. Hawthorne.**

□

John Bos, publicity director for the Pittsburgh "Playhouse" for the past three years, will be in charge of group sales for "Spartacus" at the Nixon Theatre there.

□

Al Morgan, former buyer and booker for the Fred T. McLendon Circuit, Union Springs, Ala., has joined CO-AT-CO Theatres, Toccoa, Ga.

□

Martha McBrayer, has resigned from National Theatre Supply Co., Atlanta, to join Benton Bros. Film Express there.

□

William Jordan and **Frank Strank** have been named resident assistant managers at the Newington Theatre, Newington, Conn., a unit of Tolis Theatres.

□

Charley King, formerly an independent booker in Jacksonville, has succeeded **Dave Harris** in a booking post with Capital Releasing Corp. there. Harris has joined the Paramount Jacksonville staff.

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TENT TALK

Variety Club News

Variety Club of New York will hold its installation luncheon on Dec. 9 at the Hotel Astor, honoring Charles A. Alicoate, incoming chief barker, and Harry Brandt, retiring chief barker. Jack H. Levin will be luncheon chairman, with Herman Schleier in charge of arrangements. Other officers to be installed are: Robert K. Shapiro, first assistant; Irving Dollinger, second assistant; Levin, property master; Jack H. Hoffberg, dough guy, and Bud Edele, Walt Framer, Joseph E. Levine, Morris Sanders, Charles Smakwitz and George Waldman, canvassmen.

△

CHICAGO — Variety Club of Illinois has elected as chief barker Nat Nathanson, Midwest division manager of Allied Artists. He succeeds William G. Margolis, of the Harlem Globetrotters, who held that post for three consecutive terms. Other officers elected include: John J. Jones, McVickers Theatre, first assistant chief barker; Jack Kirsch, president, Allied Theatres of Illinois, second assistant chief barker; Harry Balaban, H. & E. Balaban Theatres, dough guy; Jack Rose, secretary, Indiana-Illinois Theatres, property master. Members of the crew also elected are David Wallerstein, president, Balaban & Katz Theatres; Harry Lustgarten, vice-president, Balaban & Katz Theatres; Sam Levinsohn, Chicago Chair Mart; Arthur M. Holland, Malcolm-Howard Advertising Agency; Dan Goldberg, Teitel Film Company, and Lester Grand, Confection Cabinet Corporation. Mr. Margolis, retiring chief barker, automatically becomes a member of the crew.

△

ALBANY, N. Y. — There is a possibility that the 1961 campaign to raise funds for Tent No. 9's Camp Thacher will be concentrated on a "Newsboy's Sales Day," first used last summer in a tie-up with the *Times-Union*. If this plan is followed, the "Denial Week" promotion would presumably, be abandoned, or substantially curtailed. The Variety Club raised $14,900 this year for Camp Thacher, which the Albany Boys Club conducts for under-privileged youngsters at Thompson's Lake.

△

MINNEAPOLIS — Thomas Burke has been named chief barker for Tent No. 12. Other officers include: Gilbert Nathanson, first assistant chief barker; Edward P. Schwartz, second assistant chief barker; Byron M. Shapiro, property master; and Robert H. Karatz, dough guy. All are continuing in their present capacity. Directors for 1961 are Sheldon M. Grengs, Don O'Brien, Donald S. Palmquist, Donald Schwartz, Jack Greenberg and Ralph Green. The latter two are new to the board this year.

Fox Ups 63

(*Continued from page* 1)

more important executive positions and to fill the assistant branch managerial post created at four offices, 42 other exchange employees were moved up. These included bookers who were promoted to film salesmanships, assistant bookers who became head bookers, head shippers who were elevated to assistant bookerships, assistant shippers who were graduated to head shippers and secretarial, stenographic and clerical personnel.

This week Norris announced the following promotions: **Victor J. Beattie**, former Toronto branch manager, is now Canadian sales manager headquartering in that city.

Gordon W. Lightstone, Jr., formerly St. John branch manager, has been advanced to managerial charge of the larger Motreal office, succeeding **Gerald L. Chernoff**, who has retired.

Philip Geller, formerly Winnipeg head, has been elevated to branch manager of the larger Toronto territory. **Stuart C. McQuay**, special sales representative in Vancouver, has succeeded Mr. Geller as Winnipeg manager.

Robert S. Pacey, who served as the 20th Century-Fox representative in Newfoundland, succeeds Lightstone as St. John branch manager. **Gerald F. Hogan**, formerly on the Toronto booking staff, takes over Pacey's supervision of the sub-office at St. John's Newfoundland. **Lloyd Edwards**, former sales manager at Dallas, has been promoted to assistant branch manager there.

Alan Strulson, formerly a salesman at Philadelphia, has been selected to fill the newly created assistant branch manager post in that city. Previously, New Haven branch manager **Shep Bloom** was advanced to the assistant New York branch managership.

The advancements of Canadian managing director **Peter Myers**, Chicago branch manager **Robert L. Conn**, New York branch manager **Abe Dickstein** and Albany branch manager **Clayton G. Pantages** to membership in the sales cabinet, enabled Norris to promote others to fill the field executive posts the three had held.

Alex Arnswalder was promoted to managerial charge of the New York branch. **Bennett Goldstein** succeeded **Shep Bloom** as New Haven manager, moving up from the Philadelphia sales managership. **William B. Williams** in Dallas was elevated to that branch's managerial post, while Chicago sales manager **Henry Harrell** succeeded to branch manager there.

The retirement of **Marion W. Osborne** as Oklahoma City branch manager enabled Norris to promote **Morris Yowell**, salesman there, to succeed the former. Within the next week announcement will be made regarding the new assistant branch manager in Chicago.

In the meantime, the co-ordinational functioning of the sales cabinet's field co-ordinators were finalized by Norris. Abe Dickstein is co-ordinator of national circuit sales activities and the New York branch. His co-ordinational functions will influence the financial status of 21 autonomous branches servicing 25 states and the District of Columbia.

Conn is co-ordinator of 17 branches in the eastern, central and mid-western areas of the United States, servicing 26 states. McCleaster is the sales cabinet's co-ordinator for 14 branches servicing 28 states in the south, far west and Pacific Coast.

Pantages is the sales cabinet's co-ordinator of territorial promotions.

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Techirama; vv, VistaVision; rs, Regalscope.

► NOVEMBER

AA—HEROES DIE YOUNG: Erika Peters, Robert Getz
AA—THE UNFAITHFULS: Gina Lollobrigida, May Britt
AA—THE PLUNDERERS: Jeff Chandler, John Saxon
AIP—GOLIATH AND THE DRAGON, c: Mark Forest, Brodrick Crawford
BV—TEN WHO DARED, c: John Beal, Brian Keith
COL—LET NO MAN WRITE MY EPITAPH: Shelley Winters, James Darren
COL—SURPRISE PACKAGE: Yul Brynner, Mitzi Gaynor
COL—HELL IS A CITY: Stanley Baker, Maxine Audley
MGM—BUTTERFIELD EIGHT, c, cs: Elizabeth Taylor, Laurence Harvey
PAR—G.I. BLUES, c: Elvis Presley, Juliet Prowse
PAR—A BREATH OF SCANDAL, c: Sophia Loren, Maurice Chevalier
20-FOX—THE GODDESS OF LOVE, c, cs: Belinda Lee, Jacques Sernas
20-FOX—DESERT ATTACK: John Mills, Sylvia Syms
20-FOX—NORTH TO ALASKA, cs, c: John Wayne, Capucine
20-FOX—TESS OF THE STORM COUNTRY, c, cs: Diane Baker, Lee Philips
UA—INHERIT THE WIND: Spencer Tracy, Fredric March (special dates)
UA—THE MAGNIFICENT SEVEN, c: Yul Brynner, Eli Wallach
UNI—MIDNIGHT LACE, c: Doris Day, Rex Harrison
WB—SUNRISE AT CAMPOBELLO, c: Ralph Bellamy, Greer Garson

► DECEMBER

AA—HEROD THE GREAT, c: Edmund Purdom, Sylvia Lopez
AA—DONDI: David Janssen, Patti Page
AIP—THE IMMORAL MISS HANSEN: Nadja Tiller, Tony Britton
BV—SWISS FAMILY ROBINSON, c: Dorothy McGuire, John Mills
COL—THE THREE WORLDS OF GULLIVER, c: Kerwin Mathews, Jo Morrow
COL—JAZZ BOAT, cs: Anthony Newley, Anne Aubrey
COL—PLEASE TURN OVER: Ted Ray, Jean Kent
MGM—CIMARRON, c, cs: Glenn Ford, Maria Schell
PAR—THE WORLD OF SUSIE WONG, c: William Holden, Nancy Kwan
PAR—CINDERFELLA, c: Jerry Lewis, Judith Anderson
20-FOX—FLAMING STAR, c, cs: Elvis Presley
20-FOX—ESTHER AND THE KING, c, cs: Joan Collins, Richard Egan
20-FOX—THE WIZARD OF BAGDAD, c, cs: Dick Shawn, Diane Baker
20-FOX—LEGIONS OF THE NILE, c, cs: Linda Cristal, Ettore Marni
UA—EXODUS, c, Panavision 70: Paul Newman, Eva Marie Saint (special dates)
UA—FACTS OF LIFE: Bob Hope, Lucille Ball
UNI—THE PRIVATE LIVES OF ADAM AND EVE: Mickey Rooney, Mamie van Doren
WB—THE SUNDOWNERS, c: Deborah Kerr, Robert Mitchum

► JANUARY

AA—LOOK IN ANY WINDOW: Paul Anka, Ruth Roman
AIP—KONGA, c: Michael Gough, Jess Conrad
COL—SWORD OF SHERWOOD FOREST, c: Richard Greene, Peter Cushing
COL—THE WACKIEST SHIP IN THE ARMY, c: Jack Lemmon, Ricky Nelson
MGM—WHERE THE BOYS ARE, cs, c: George Hamilton, Dolores Hart
MGM—THE VILLAGE OF THE DAMNED: George Sanders, Barbara Shelley
MGM—GORGO, c: William Travers, William Sylvester
PAR—BLUEPRINT FOR ROBBERY: Jay Barney, J. Pat O'Malley
20-FOX—DOUBLE TROUBLE, cs: Tommy Noonan, Peter Marshall
20-FOX—THE MARRIAGE GO ROUND, cs, c: Susan Hayward, James Mason
20-FOX—CIRCLE OF DECEPTION cs: Bradford Dillman, Suzy Parker
20-FOX—THE MILLIONAIRESS, cs, c: Sophia Loren, Peter Sellers
20-FOX—THE LITTLE SHEPHERD OF KINGDOM COME, cs, c: Jimmy Rogers
UA—THE SUMMER OF THE SEVENTEENTH DOLL: Anne Baxter, Ernest Borgnine
UA—FIVE GUNS TO TOMBSTONE: James Brown, John Wilder
UNI—THE GRASS IS GREENER, c: Cary Grant, Deborah Kerr

A.A. Luncheon Friday To Launch David Kor

David Kory, the six-year-old s of Allied Artists' "Dondi," will be troduced to the New York trade pr at a luncheon on Friday at the Belas Room in Sardi's Restaurant he Morey R. Goldstein, vice-presid and general sales manager of A. will host the luncheon and will outli Allied Artists plans for the film.

Also at the luncheon will be Arn Stang, who is starred in the pictu

Who's Where

obert Norvet, formerly director of vision film production at the M studios in Hollywood, has ed the CBS Television Network e as director of film production cations. He will be in charge of below-the-line areas of film pro- tion and will coordinate produc- currently under way at the Para- nt studios, MGM and General ice Studios.

□

William Dalton, president of Ty- Inc. and the American Rayon itute, has been named chief ex- tive of National Community Tele- on Association, Inc., effective Jan. NCTA is the trade association for mmunity antenna television sys- s, a special service organization ch provides television reception communities out of range of com- cial video stations.

□

Alan D. Courtney has been ap- nted vice-president, national sales, MCA TV Ltd., effective tomor- , it was announced by David Werblin, president. Courtney nes to MCA TV from the National adcasting Company, where he held post of vice-president, program ministration, for the NBC television work.

Wometco In Deal for Vancouver TV Station

Special to THE DAILY

MIAMI, Nov. 22.—Wometco Enter- ises, Inc., announced it has com- eted negotiations for the purchase television station KVOS on the nadian - American border serving ncouver, Canada, and northwestern ashington. The purchase is subject ong other things, to the approval the Federal Communications Com- ssion and a ruling from the Internal venue Service.

Buying All Assets

All the television assets of KVOS d KVOS, Ltd., are being sold to Wometco. KVOS-TV reported that it rned in excess of $400,000 after xes in 1959, and reports that earn- gs for 1960 are running at a com- arable rate.

The transaction is to be an all-cash ansaction, and Wometco is paying 3,000,000 for the assets. The com- any has negotiated a loan with the rudential Insurance Company for 2,000,000 in order to finance this art of the purchase. No equity fi- ancing will be necessary, it was nnounced.

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AROUND THE TV CIRCUIT

with PINKY HERMAN

If this be a tv trend then let's have more of them. For the dance, plenipotentiary extraordinaire, Fred Astaire; ("An Evening with Fred Astaire); and for song, Harry Belafonte ("New York, 19") seen last Sunday TVia NBC; for superb acting, also seen Sunday, on the "Hallmark Hall of Fame," ("Macbeth") Maurice Evans and Judith Anderson. Programs like these prove that Television can fill the hearts of listeners with the hours of enchantment, so often promised but not often enough delivered. . . . After a week in Gotham, TVeep in charge of MGM-TV Production Bob Weitman, has returned to Hollywood. . . . And Deejays have been urged by Postmasters to spin the platter "It's One Day Closer To Xmas.". . . written by Morey Davidson and Sammy Watkins to remind folks to "Mail Early!". . . . A four-months shooting sked for the filming of 13 programs "On location" in England, France, Portugal, Spain, Denmark and Ireland has been set up to start rolling next month. Executive scripter Larry Marcus has already gone to Europe where he'll be joined in three weeks by Producer Collier Young and Host-Director John Newland. This new "Alcoa Presents" series will be ABChannelled next season. . . . Seen last Spring as a "Ford Startime" special, "Sing Along With Mitch," will alternate every other Friday Nite as an NBColorcast starting Jan. 27. One of the ablest of the younger Producers, Bill Hobin, will head the series which will originate at the NBC (formerly Warner Bros. Eastern Vitaphone) Studios in Brooklyn. . . . Mary Margaret McBride's latest tome, "Out of the Air," will be published Dec. 2 by Doubleday. . . . Regularly seen as Host on the CBS-TVehicle, "The Witness," Verne Collett has been signed as official spokesman (Radio-TV) for American Gas Ass'ts. . . . Amy Norworth, widow of the cleffer of "Shine On Harvest Moon" after a visit with Florrie Handman, returned to her home in Laguna Beach yesterday. Incidentally Elvis Presley's great Victor platter of Lou Handman's standard torch, "Are You Lonesome Tonight?" will zoom the ditty right back onto the hit parade. . . . Art Carney will be seen as "Santa Claus," in Rod Sterling's Yuletide CBSpecial, for the "Twilight Zone" series Fri. Dec. 23. . . . Carol ("West Side Story") Lawrence to guest next Tues. on "The Garry Moore CBShow."

☆ ☆ ☆

About 200 feature films, many in color and most of them produced between 1950-56 by Paramount, Warner Bros., United Artists, MGM and RKO have been purchased by RKO-General for presentation over Channel 9 (New York) starting early next year. This fine "picture pool" stars such names as Clark Gable, Humphrey Bogart, Ava Gardner, Richard Widmark, Jack Palance, James Cagney, John Barrymore, Charlton Heston, Ray Milland, Ernest Borgnine, Leslie Howard, Doug Fairbanks, Jr., John Gielgud, Gina Lollobrigida, Dick Powell, Charles Laughton, Gary Cooper, Jose Ferrer, Tony Curtis and Frank Sinatra. . . ."22" Productions currently at work on "Curtains Up," a 25-minute graphic view of "backstage life among showfolk," depicting rehearsals, actual performance as well as different phases of presentation involving mechanics of sound and sight. Each of the four partners comprising "22" Productions is 22 years of age; Tommy Finnan III, Carl A. Gottlieb, Jan Perry and Gerald Plano. . . . Chantootsie Trude Adams will sing for the BBC (London) Dec. 4 and 11 and then flies home to warble on the "Ed CBSullivan Show," Dec. 18. . . . Associated with talent management and program administration at NBC for the past 5 years, former Attorney Ralph Mann has resigned to become V.P. at Broadcast Management, Inc. headed by Marvin Josephson. . . .Maestro Paul Taubman will conduct Toscanini's Orchestra in several Pop Concerts this year, "Symphony of the Air."

FCC Denies Extension Of 24 UHF Permits

From THE DAILY Bureau

WASHINGTON, Nov. 22. — The Federal Communications Commission has denied extension to 24 holders of construction permits for ultra-high-frequency television stations.

The FCC said the permits were not extended, since failure to build was not for reasons beyond the control of the applicants. It said it would not be in the public interest to extend construction time, since there was apparently no intention to construct in the near future.

Among the holders of idle UHF applications denied extension were Malco Theatres, which had UHF permits for Memphis, Tenn., Utica, N. Y., and Oklahoma City, Okla.

Rename Freed

(*Continued from page* 1)

gram committee chairman for the Academy of Motion Picture Arts and Sciences. This is the second consecutive year in which Freed will supervise production of the "Oscar" show, which will be carried over the television and radio facilities of the American Broadcasting Company.

Won Two 'Oscars'

Freed has himself won two "Oscars," and in 1951 was presented an Irving Thalberg Memorial Award for consistently high quality of motion picture production. His "Oscar" statuettes were awarded to him as producer of "An American in Paris" in 1951, and "Gigi" in 1958.

SAG, AFTRA, Webs

(*Continued from page* 1)

can Federation of Television and Radio Artists and negotiators for the television networks, advertising agencies and producers of film and taped tv commercials.

Dales described the Saturday meeting as a "make or break meeting."

Meet with Federal Mediator Fails to Settle AFTRA Dispute

The American Federation of Television and Radio Artists declined to comment yesterday on the intervention yesterday of Commissioner J. R. Mandelbaum of the Federal Mediation and Conciliation Service in the dispute between AFTRA, the Screen Actors Guild and the major television networks.

AFTRA and the networks sent representatives to the conference called by Mandelbaum yesterday and which was said to have lasted "less than 10 minutes" with no change in the strike - threatened situation reported thereafter. It was said last night that no further meetings with Mandelbaum are scheduled and no formal negotiations of any kind are under way at present between the unions and the networks.

Want Peace, They Said

The unions, whose boards of directors have rejected the networks' last proposals and whose memberships have authorized a strike call, said they still would like to avoid a strike, "which no one ever wins," but if in their discretion it is the only course of action left open to them, then the strike call could be issued at any time.

Contracts between the unions and the networks expired last week. The major issue in the negotiations which ended the following day was a demand for increased fees to performers working in commercials and tv programs.

musifex co
45 w. 45 st. n.y.c.
music for tv series — spots
ci-6-4061

MPAA Board

(*Continued from page* 1)

board members up to date on the legislative outlook and to inform them that there could be a rash of measures affecting the industry introduced in state legislatures in the months ahead.

Actually, no new developments on the legislative front have occurred in recent months and the Clagett report yesterday was similar to others he has made to exhibitor organization conventions this fall.

The board meeting adjourned without discussion of the recent proposal of Eric Johnston, MPAA president, for a study of new African market opportunities for American films. A committee of three has been named to look into the Johnston program and acceptances have been received from two.

AB-PT Meeting

(*Continued from page* 1)

some cases for the entire year will be distributed. Thereafter it will be circulated to all exhibitors in the United States and Canada who have endorsed orderly distribution.

In circulating his release schedule to exhibitors, Hyman will urge them to join with AB-PT affiliates in conducting simultaneous drives during April, May and June.

Hyman, having just completed his usual round of visits to the distributors whose releases are included in the release schedule, stated that cooperation from distributors in assigning quality pictures during the drive period, and from their advertising chiefs in planning all-out campaigns, has been excellent.

Hyman called attention to the fact that this is the fifth year in which he has campaigned for orderly distribution of quality product throughout the year. He expressed his enthusiasm over the opportunity which exhibition and distribution have to show great improvement in April, May, and June of 1961 over the corresponding period in recent years.

Rackmil to Conduct

(*Continued from page* 1)

schedule of forthcoming productions, which includes 15 films ready for release or currently shooting, and 26 films which are in preparation. Emphasis will be placed on the coming European release of "Spartacus," which has a number of December roadshow openings in Europe, following the British premiere.

The conferences will get underway in Rome on Nov. 28; Frankfurt, on Dec. 2; and Paris, on Dec. 9.

Not 'Runaway'

(*Continued from page* 1)

fast interview held here yesterday.

One of the few specialists in the direction of mob and spectacle scenes, Marton reminisced about his experiences on the production of "King Solomon's Mines," the first Cinerama production, the chariot race sequence in "Ben-Hur," and, of course, the climactic scene of his newest picture in which a Greek shepherd, untrained as an athlete, wins the Marathon race in the 1896 games, restoring some of the glories of ancient Greece.

The picture stars Jayne Mansfield, as the Athenian actress who has offered her hand in marriage to the winner of the race; Trax Colton, a new American personality, as the Greek runner, star athlete Bob Mathias as member of the 1896 American Olympic team, and Maria Xenia, a Greek actress, and, according to Marton, one of the most exciting new personalities to come to the screen in a long time.

Marton will go to Hollywood to cut the picture, scheduled for release early in 1961 and then will go to Egypt to direct battle scenes for "Cleopatra."

Explaining his views on runaway production, the director declared "If you want to film the climax of the 1896 Olympic games in the stadium where it happened you have to go there."

REVIEW:

CinderFella

Lewis—Paramount

JERRY LEWIS, ONE of the top flight comedians, who has literally legions of fans across the world, this time essays a fairy tale, albeit one that is brought up to date and has been altered to fit, so to speak, for purposes of this film. There is much in it which Jerry's followers will find to their liking, there is a droll humor, and touches of the Lewis comedy technique which register very well. But it must be recorded that this Lewis excursion into the realm of fantasy, this foray into the area of whimsy, does not quite come off.

With the necessary alterations to make the world-famed Cinderella story fit the occasion, including "Fella" instead of "Ella," Frank Tashlin, who also directed, has fashioned a screenplay which seeks to preserve the whimsical, bitter-sweet character of the original. With a touch of music, a song or two and set against the backdrop of a palatial mansion and its grounds, "CinderFella" is amusing, light, entertaining at moments, but withal never quite achieves the right touch of delicacy.

Harry Warren Jack Brooks composed three musical numbers for the picture, "Somebody," "Princess Waltz" and "Let Me Be a People." The last named seems at this writing to be the most likely candidate for the song hit sweepstakes, and it is rendered by Jerry with just the right touch of pathos. In support of Lewis are Ed Wynn, as the Fairy Godfather; none other than Judith Anderson, as the Wicked Stepmother; Anna Maria Alberghetti, as the Princess (counterpart of Cinderella's Prince Charming); Henry Silva as Maximilian, and Robert Hutton as Rupert, the last two, of course, the counterpart of Cinderella's nasty pair of stepsisters. Count Basie, the notable exponent of jazz, appears with his orchestra quite as himself.

This is the first picture of Jerry Lewis' new independent producing company, and he is listed in this instance as producer as well as star. Ernest D. Glucksman was associate producer.

THERE IS VAST amusement in the early stages of the film, as Jerry, in the role of man-of-all-work about the household, performs as cook, chauffeur, butler, serving man, etc., etc., for stepmother Miss Anderson, and under the abuse of his two stepbrothers. As Jerry rushes about the palatial mansion, switching clothing constantly to the appropriate garb for his servant role of the moment, the film gets away to a good start. Then the household prepares for the visit of the princess, Miss Anderson hoping a match with one of her sons will recoup her rapidly dwindling funds. Jerry's late father had presumably left him a vast sum of money, but no one seems to know where it is.

Then appears the Fairy Godfather, and overcoming Jerry's fear and disbelief, convinces him that they must cooperate so as to right the feminine wrong done by the original Cinderella story, and settle the score for downtrodden married men the world over. With the necessary alterations to accommodate the modern era and the change of sexes from the original, the story spins itself out, with Jerry eventually coming upon his hidden wealth, then giving it up to the now contrite stepmother and stepbrothers, while the lovely princess refuses to accept his plea that he is not good enough for her.

The sumptuous sets and the Technicolor add much to the visual impact of the picture, and the Lewis and Ed Wynn names should continue to attract many. In addition, much should be made in the selling of the fact that the old Cinderella theme has been reworked with a change in period, and above all a change in sex.

Running time, 91 minutes. Release, in December.

CHARLES S. AARONSON

Republic Sale

(*Continued from page* 1)

shares outstanding, Victor Carter, il public president and chairman of board, reported in a talk before t Los Angeles Society of Secu Analysts today.

For the first time in Republic's l tory, common stockholders are rece ing regular quarterly dividends, pointed out.

Reporting on the company's nc picture - making operations, Car said, "the biggest growth and dev opment of the company, in its outlc for fiscal year 1961, will come fr the plastics division, as represent by Consolidated Molded Produ Corp., with two plants in Scrant Pa., and one in Binghamton, N. and another soon to be established the West Coast."

Will Enter 70mm Printing Field

Carter forecast that the net 1961 may reach $1.25 per comm share, strictly from present operatio which include the Consolidated Fi Industries Division, now developi plans to enter the 70mm. printi phase; Hollywood Television Fi Service, which is undergoing an e pansion program for television a theatrical film distribution, and stuc rentals to numerous television a feature film producing organizatio with Four Star Films, independe film producer, having 13 series work and a three-and-a-half-year co tract for space at the studio.

Questioned on future activiti Carter said, "we will continue finance, without ownership, televisi and feature film production (the co pany has financed four features a two television series), and we w seek acquisitions of manufacturi businesses that have a future in o "space age."

Rogell Named to Fox European Production

From THE DAILY Bureau

LONDON, Nov. 22.—The appoin ment of Sid Rogell as temporary he of production in Europe for 20th Ce tury-Fox was announced here by Sp ros Skouras, president.

Rogell succeeds Robert Goldste who was named executive head production at the Hollywood stud several months ago.

'Gulliver' Displays

In addition to "The 3 Worlds Gulliver" float that will take part i the Macy's Thanksgiving Day parad two other traveling displays will hel to promote the film.

On the West Coast tonight, a Gu liver float, 30-feet high, will partic pate in the annual Hollywood Sant Claus Lane Parade. After the parad the float will be used in 16 suburba parades in the Los Angeles area. I Chicago over the Thanksgiving week end, a Gulliver display featurin three large spheres will be seen. Afte the weekend, the float will tour th Chicago-Milwaukee area.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 100 NEW YORK, U.S.A., FRIDAY, NOVEMBER 25, 1960 TEN CENTS

reatest Problem'

'OA Bulletin lits Disorderly all Release

ys Oct.-Nov. Period ne of Worst in History

Disorderly release schedules of nal distributors which result in ac- mulations of quality films for holi- y periods and a lack of them at ier times are strongly scored in the rrent Theatre Owners of America ulletin," just circulated to members. TOA asserts the release of quality ctures was near "an all-time low" ring the October-November period, d that only a "little relief" is in ght as a result of the "small flurry Thanksgiving pictures."

"This lack of quality in non-holiday riods, coupled with the basic prod- t shortage, is exhibition's greatest oblem," says the Bulletin. "From all e reports we are receiving, the Oc- ber-November period to date has

(*Continued on page* 2)

Meeting Tomorrow May Decide a TV Strike

A meeting which is expected to de- ermine whether or not television erformers will strike against the four ajor networks will be held here omorrow.

Representatives of the performers' nions, the American Federation of elevision and Radio Artists and the

(*Continued on page* 6)

Bernheim Is Paramount Paris Representative

From THE DAILY Bureau

HOLLYWOOD, Nov. 24.—Michel Bernheim, author and motion picture nd television producer and director, as been appointed Paris production epresentative for Paramount Pic- ures Corporation, it has been an- nounced by Jack Karp, Paramount tudio head.

Bernheim, whose appointment is

(*Continued on page* 3)

TELEVISION TODAY—page 6

11 Pictures for 'Family Audience' To Be on Market for Holiday Season

The holiday season this year will find no less than 11 pictures directed at the "family audience" on the market. This is almost twice the number of new films available for the same period (Thanksgiving through New Year's) last year, which was six.

The large number of "family" pictures going out at this time takes on added significance for exhibitors in view of many complaints from patrons about the flood of "adult" films on the market throughout this year. There will still be a goodly number of the latter type around for the holidays (including at least seven major releases).

But no moviegoer is going to be able to complain—as some have done in the past—that there is no choice

(*Continued on page* 3)

Sale of TV Sets Booming Overseas

From THE DAILY Bureau

WASHINGTON, Nov. 24.—People overseas are buying television sets at a greater rate than before—nearly twice as many during the last four months as during the period from January to June, the U. S. Information Agency reports.

During the same four-month period, USIA said its television service sent a total of 226 programs to 51 countries, with an estimated viewing audience of 135,250,000.

There was an expansion of more than four million tv sets in use overseas in this period, as compared with an increase of 2,500,000 during the

(*Continued on page* 6)

N.Y. Bookers Set New Officers Slate

The nominating committee of Motion Picture Bookers Club of New York has offered the following slate of officers for 1961: president, Myron J. Starr, United Artists; vice-president, Martin Perlberg, Florin Theatres; vice-president, Frank Patterson,

(*Continued on page* 2)

Coordinating Committee For 'Oscar' Show Set

From THE DAILY Bureau

HOLLYWOOD, Nov. 24. — Appointment of the Academy of Motion Picture Arts and Sciences public relations coordinating committee for the 33rd annual "Oscar" presentation was announced today by Valentine Davies, Academy president. The committee, headed by Jack Diamond and John Flinn, public relations branch representatives on the Academy board of governors, is responsible for the supervision and control of all promotional activities for the awards show April 17.

Other members of the committee

(*Continued on page* 3)

Pacified

Coordinating Group Due for Ad Problems

TOA, SPG, Ad-Pub Heads Agree on Procedure

The formation of a coordinating committee representing Theatre Owners of America, The Screen Producers Guild and the advertising-publicity directors committee of the Motion Picture Ass'n., to maintain liaison among the three and handle mutual problems which may arise in the future will be undertaken immediately.

This was agreed upon at a meeting of representatives of the three organizations here last Tuesday, called in

(*Continued on page* 3)

Ad-Publicity Men Meet With Dallas Editor Here

A committee of the Motion Picture Ass'n.'s advertising-publicity directors committee met on Wednesday at the Harvard Club here with Virgil Miers, amusements editor of the Dallas, Tex., *Times-Herald* for an exchange of views on the contents and make-up of newspaper amusement pages and similar subjects.

The luncheon conference was one of a series which the MPAA committee is holding with newspaper representatives from all parts of the country whenever they visit New York.

Warn Negro Audience in Cities Should Be Wooed by Film Industry

The motion picture industry is neglecting an important potential market by not adopting special promotion and publicity techniques to woo the vastly increased Negro urban population, *Ebony Magazine* charges as a result of a survey of the situation taken by its research department.

In a report entitled "First Run Movie Markets and the Shifting Negro Population," the magazine cites the recent increase in the urbanization of the Negro, giving figures to show the population gains in major cities. This shift in Negro population, it asserts, has had a tremendous effect upon the potential audience for theatres in those markets.

"For various sociological reasons," the report says, "the urban Negro, unaccustomed to the privilege of attending first-run movies has indulged his new-found freedom. It is a matter of record that Negro people regularly attend movies more often than any other group."

On the other hand, it points out, "communication with the Negro movie-goer has not kept pace with his growing importance to the box office potential for the exhibitor." In 17 major markets motion picture sales promotion and publicity people are faced with the added problem of sell-

(*Continued on page* 6)

Studios Producing 35, Including Two Abroad

From THE DAILY Bureau

HOLLYWOOD, Nov. 24. — Cameras are rolling on 35 productions, with nine of the 35 on the 20th Century-Fox agenda; six for United Artists release; five for Columbia, and four each for Allied Artists and Paramount release; three at Universal-International; two at Metro-Goldwyn-Mayer, and one at Warner Brothers, also an independent production, "Caribe."

Started were two on location in Munich: "Armoured Command" for Allied Artists, and "The Big Show," an API production for 20th Century-Fox release.

PERSONAL MENTION

JEROME PICKMAN, Paramount vice-president and domestic sales manager, and JOSEPH FRIEDMAN, exploitation manager, have returned to New York from Chicago.

•

JOSEPH LEVINE, president of Embassy Pictures, will leave here on Sunday for Rome, where he will confer on plans for "Sodom and Gomorrah."

•

LOU BLUMENFELD, of the Skirball Brothers circuit, Cleveland, has returned to his duties there following hospitalization.

•

JERRY LEWIS has returned to Hollywood from Chicago following the world premiere there of "CinderFella" at the Woods Theatre.

•

AVA GARDNER will leave New York on Sunday via B.O.A.C. for England.

•

ROBERT GROSS, manager of the Bluemound Drive-in Theatre, Milwaukee, is recuperating at his home following surgery.

•

SHEILA RUTH GABRILOVE, daughter of HAROLD GABRILOVE, former chief barker of the Albany (N. Y.) Variety Club, was married at the Temple Beth Emeth there this week to RONALD RICHARDSON, of Forest Hills, L. I.

•

HERMAN "DUSTY" RHODES, drive-in operator of Alabama and Georgia, has returned to Atlanta from Virginia.

•

CLAUDETTE COLBERT will return to New York via B.O.A.C. on Sunday from the Barbadoes, B.W.I.

•

MARIE ROESSEL, formerly cashier for Universal in Cleveland and now with the same company in Detroit, is recovering in the latter city following surgery.

•

BOB GOODFRIED, Columbia Pictures studio publicity manager, will return to Hollywood over the weekend from Tokyo.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
WILLIAM HOLDEN
THE WORLD OF SUZIE WONG
co-starring NANCY KWAN
SYLVIA SYMS • MICHAEL WILDING
A Paramount Release in TECHNICOLOR®
ON THE GREAT STAGE "TOWN AND COUNTRY"

N. Y. Bookers

(Continued from page 1)

Paramount; treasurer, Lillian Seidman, Harris Theatres; financial secretary, Lester Shoenfeld; secretary, Kitty Flynn, Paramount; and sergeant-at-arms, Ben Levine.

Elections will be held on Monday, Dec. 5, as part of the regular business meeting at the Hotel Manhattan.

NT&T Given Court Nod To Build Coast Drive-in

An order granting National Theatres and Television of Los Angeles permission to erect a drive-in theatre in Orange County, Cal., was entered here on Wednesday by Federal Judge Edward L. Palmieri.

NT&T had previously submitted its petition for erection of the theatre to the Department of Justice with evidence purporting to show that operation as a first run would not unduly restrain competition within the area.

The petition was opposed by the Vinicoff Theatre Circuit of Los Angeles.

'Millionairess' Drive Will Employ Contest

Part of the national "do-it-yourself" exploitation - merchandising package for 20th Century-Fox's "The Millionairess" will be a contest with which exhibitors will promote a "millionairess for a day" stunt in their own localities, based on the original to be conducted in New York. The stunt will take place in 39 key cities.

The kickoff from New York will be next month. The winner of the "millionairess" contest will receive, among other gifts, a stay at a top New York hotel complete with all the trimmings, including breakfast in bed, delivery to a special showing of the film in a Rolls-Royce wearing a million dollars worth of jewels, and others.

'Man Alive' to Columbia

HOLLYWOOD, Nov. 24.—Columbia Pictures has acquired Benedict Bogeaus' "Most Dangerous Man Alive," it has been announced by Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities. The science-fiction film, which stars Ron Randell, Debra Paget and Elaine Stewart, has been scheduled for release in June.

'Upstairs' to Open

"Upstairs and Downstairs," a Rank Organization presentation for 20th Century-Fox release, starring Mylene Demongeot, Michael Craig, Anne Heywood and James Robertson Justice, will open Monday, Dec. 5, at the 68th Street Playhouse here.

San Francisco Pledges Aid to Rogers Hospital

All theatres in the San Francisco exchange area have pledged to A. Montague, president of Will Rogers Hospital, their full support and cooperation in the O'Donnell Memorial Year campaign now in progress. Audience collections will be taken up in all situations throughout the area for a solid week at varying times during November and December.

"This 100 per cent response to our hospital's appeal for support from theatres truly is in the tradition of show business" said Montague, "and proves, again, that showmen feel no geographical limitations — nor any other, for that matter — when it comes to taking care of 'their own'. And this goes, too, for our fiftieth state, Hawaii, where the Will Rogers principles of true friendship and healing-help is also manifested. Our hospital serves members of show business from all over the world."

9 'Gulliver' Parties Take Place Tomorrow

Special "Christmas in November" parties for Charles H. Schneer's "The 3 Worlds of Gulliver" will take place in nine cities throughout the country tomorrow. The parties will take place in New York, Hollywood, Chicago, Boston, Washington, San Francisco, Pittsburgh, Cincinnati and Cleveland.

The parties are for key newspaper, radio and tv people as well as top opinion makers in each city. No one is to be admitted without being accompanied by a child.

Wide Promotion Planned

Columbia Pictures has arranged numerous tie-ins to promote the film, which is set for a Christmas release. Invitees to the parties will receive some of the tie-in merchandise as gifts. These include books and records. In New York, the Forum Theatre will be the site of the gala event, which is scheduled to start at 9:30 A.M.

'U' Gets 'Fiona'

HOLLYWOOD, Nov. 24. — "Fiona," an original story by Sy Bartlett, has been purchased by Universal-International and added to Bartlett's production slate, it was announced by Edward Muhl, Universal vice-president in charge of production. Acquisition of "Fiona" gives Bartlett three major properties currently in preparation. The others are "A Man's Castle" and "The Executioners," the latter a Melville production starring Gregory Peck for Universal release. In addition he is now completing U-I's "The Sixth Man," which Delbert Mann recently finished shooting.

TOA Bulleti

(Continued from page 1)

been one of the worst in modern t tre history."

The Bulletin notes that the TOA-sponsored picture, "part of program to ease the product sque will be on your screen next spri The reference is to Pathe-Alp "The Deadly Companions," star Maureen O'Hara, first of a plan production program for a quality lease every six or seven weeks.

"Wishfully thinking," says the T Bulletin, "it would be interesting speculate on the reception a quality Pathe-Alpha films would h had from exhibitors had they b available in this October-Novem period."

It observes that "this se drought period follows a good s mer—a period that extended thro most of September and into the week of October as the summ quality releases worked their way the subsequent runs and drive-ins.

Thanksgiving Well Served

"Promising Thanksgiving pictu include Disney's 'Ten Who Dar M-G-M's 'Butterfield 8,' Paramou 'GI Blues,' Fox's 'North to Alas UA's 'Inherit the Wind,' Univers 'Midnight Lace,' and Warner's 'S rise at Campobello.'

"The Christmas schedule ho more promise: Disney's 'Swiss Fan Robinson,' Columbia's '3 Worlds Gulliver,' M-G-M's 'Cimarron,' Pa mount's 'CinderFella,' and 'World Suzie Wong,' Fox's 'Flaming St and 'Esther and the King,' Univers 'Grass Is Greener,' and Warn 'Sundowners.'

"Unfortunately, what comes befo between, and after these holidays what is causing the problems. In su mation, using quality as a criter the answer is a virtual 'nothing TOA's Bulletin concludes.

IATSE to Elect

ALBANY, N. Y., Nov. 24.—Loc F-43, IATSE, comprising front offi exchange workers, will elect offic for the coming year, at the month meeting Dec. 7. The present offic group consists of: president, Dougl Hermans, 20th-Fox booker; vice-pres dent, Carmela Mottolese, Columb cashier; secretary, Helen Wisp Metro booker; treasurer, Mrs. Ma garet Hildreth, M-G-M.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecko Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

kor to Be Honored SPG Dinner Mar. 5

From THE DAILY Bureau

OLLYWOOD, Nov. 24. — The en Producers Guild's ninth an- awards event will be held next on Sunday, March 5, in the erly Hilton Hotel, it has been an- nced by SPG president, Walter sch.

Usual Awards Included

n addition to the regular annual rds by the guild for the best pro- ed theatrical motion picture, best duced filmed television series, and the Jesse L. Lasky and intercol- ate competition, an award will be le to Adolph Zukor in recognition is historic contributions to Amer- n motion pictures.

ooper, Cinerama Deal r Omaha, Okla. City

Cooper Foundation and Cooper ndation Theatres, of Lincoln, ., and Cinerama, Inc., jointly nounced here that agreements have n completed for the showing of erama in the Cooper Theatres, aha, and the Cooper Theatre, Ok- oma City.

Cinerama equipment will be in- lled in the Cooper Theatre, Omaha, l the five existing pictures will play re, beginning with "This Is Cine- na," at the conclusion of the cur- t "Ben-Hur" engagement.

The management of Cooper Foun- ion Theatres will move the 70mm ipment presently at the Cooper eatre to the Dundee Theatre in naha. The 70mm equipment at the te Theatre, Omaha, will remain re, and both theatres will be made ilable for roadshows in the 70mm ocess.

ernheim Named

(*Continued from page* 1)

ective immediately, will handle the quisition of stories, plays and other n material as well as all production tails in Paris, including the selection d testing of talent. He succeeds lourd de Segonzac, resigned.

ontinues U.A. Post

Charles S. Chaplin will continue to nction as United Artists' Canadian istrict manager following a realign- ent of the company's sales divisions the United States and Canada, it as announced by James R. Velde, A vice-president in charge of do- estic sales. Chaplin will retain re- onsibility for the Calgary, Montreal, t. John, Toronto, Vancouver and Vinnipeg exchanges.

Two A.A. to Brooklyn

Allied Artists "The Plunderers," tarring Jeff Chandler, Dolores Hart nd John Saxon, has been scheduled o open Wednesday, at Loew's Metro- olitan Theatre in Brooklyn. With it will be a second Allied Artists film, Caltiki, the Immortal Monster."

Ad Coordinating Group Set

(*Continued from page* 1)

consequence of outspoken criticism of the state and content of industry advertising by the SPG and TOA following their joint meeting in Hollywood last September.

A measure of the conciliatory atmosphere which pervaded this week's meeting may be gained from the fact that the TOA-SPG spokesmen contended to the advertising - publicity representatives that their September statement had been distorted by the trade press, and that their original criticism was not as harsh as had been represented.

Following the West Coast meeting in September, Albert M. Pickus, TOA president, and Jerry Bresler, chairman of a special SPG committee, issued a joint statement on the results of the meeting which at one point termed industry advertising "sterile and antiquated and one of the worst advertising programs of any American industry." The statement added that TOA and SPG would attempt to develop a program for "replanning, rethinking and obtaining a new and exciting approach to our merchandising mediums."

The advertising-publicity directors committee took up the challenge at once and requested a meeting with TOA and SPG representatives to talk over the charges, along with some complaints the ad executives had about producers and exhibitors. The meeting was delayed until this week largely because of the difficulty of finding an SPG representative who could make the trip here from the Coast.

At Tuesday's meeting were Martin Davis, chairman of the MPAA ad-publicity committee; Charles Levy, co-chairman; Richard Lederer and Taylor Mills; Arthur Hornblow, Jr., for SPG, and Pickus, George Kerasotes, Joseph Alterman and Albert Floersheimer, Jr., for TOA.

It is expected that most of these will be on the new Advertising Coordinating Committee when it is formed.

In addition to looking into the TOA-SPG complaints about film advertising, it will also have on its agenda those raised by the advertising-publicity directors committee, such as the excessive but required credits in film advertising for meaningless to the public production figures, which consume space at the expense of sales messages, and the reluctance of some exhibitors to accept advertising innovations and make the best use of co-operative advertising problems.

Study to Be Made

It was predicted following the meeting that the joint efforts would result in "new coperation and coordination" through the new commitee's efforts in behalf of improvement in the effectiveness of film advertising. This will include a long-range program of "study into all phases of motion picture advertising."

"In today's rapidly changing and selective market," it was stated, "such coordination is badly needed and holds great promise of productivity."

Membership of the new committee will be designed to "enable it to operate effectively both in New York and in Hollywood," it was stated.

Hornblow, who represented Walter Mirisch, SPG president, said at the outset of the meeting that "the SPG looks forward to a new era of cooperation with the film company advertising staffs, and exhibitors throughout the United States relating to an improvement in the advertising and exploitation of films."

'Family' Films

(*Continued from page* 1)

this year of a picture to which the whole family can be taken without qualms. Some of the films, indeed, would seem to have strictly "kiddie" appeal—just the thing to send the smaller youngsters to while they are out of school.

The 11 pictures available this year are as follows:

Allied Artists: "Dondi."

Buena Vista: "Ten Who Dared" and "Swiss Family Robinson."

Columbia: "The Three Worlds of Gulliver" and "The Wackiest Ship in the Army."

Paramount: "Boy Who Stole a Million" and "CinderFella."

20th-Fox: "The Wizard of Baghdad."

United Artists: "The Alamo."

Warner Bros.: "Sunrise at Campobello" and "The Sundowners."

And, of course, if you want to make the list an even dozen, there is M-G-M's "Ben-Hur," which was also around for the holidays last year.

'Oscar' Show Group

(*Continued from page* 1)

include Dan H. Baer and Archie A. Lee, Harshe-Rotman, Inc., public relations counsel for the Academy; Clarke Wales, director of public relations for the Association of Motion Picture Producers, and representatives of the American Broadcasting Co.

Sterns, 'Grass' Tie-In

Universal Pictures and Stern's Department Store here have developed a joint promotion on "The Grass Is Greener" which has its world premiere at the Astor and Trans-Lux 52nd Street Theatres on Dec. 23. The theme of the promotion will be "Follow the Sun," and will be tied in with Stern's resort wear fashions. It involves a contest built around the map of the Caribbean where "the grass is greener," with entrants being asked to guess on which island of the Caribbean the most grass will grow between the date the contest gets underway Sunday, Nov. 27, and Dec. 10. Prizes will be cruises to the Caribbean and guest tickets to the Astor.

PEOPLE

Marie van Slyke, formerly in charge of magazine publicity for Paramount Pictures and more recently a unit publicist abroad for United Artists, has joined Valiant Films here as special exploitation representative on the forthcoming Joseph Harris-Sig Shore presentations. These include "The Angry Silence," "The Young One" and "The Challenge."

□

Bil and **Cora Baird,** creators of the puppet sequence used on a film to convey to the public the nature and effects of cerebral palsy, have been honored by United Cerebral Palsy Associations with that organization's Distinguished Service Award for portraying "the complexities and involvement of cerebral palsy in a dramatic yet simply effective manner that has made a profound effect on the American public." Presentation was made by **Leonard H. Goldenson,** president of American Broadcasting-Paramount Theatres, who is chairman of the board of UCP.

□

William Castle, producer, on Dec. 7 will play host at the Columbia studio in Hollywood to members of the Industrial Film Producers Association. He will describe the use of "gimmicks" in his current filming of "Homicidal" for Columbia.

□

Frank Arena, of Loew's Theatres, Cleveland, is in Buffalo temporarily assuming the duties of the vacationing **Edward F. Meade** as general manager of the Loew-Shea circuit in Buffalo and Niagara Falls.

□

Mrs. Gene Hernandez is the new owner of the King's Bay Drive-in Theatre, St. Mary's, Ga.

□

Ed Dove has reopened the Park Theatre, St. Petersburg, Fla.

A. A. (Buffalo) Moving

BUFFALO, Nov. 24. — The Allied Artists staff here, under Lewis J. Leiser, on Dec. 12 will move from their present offices in the Film Building to space in the Universal-International exchange on Franklin Street.

WB Exchange Move

CLEVELAND, O., Nov. 24.—Manager William Twigg of the Warner Brothers exchange announced that his long-sought larger quarters on the eighth floor of the Film Building, East 21st and Payne Avenue, would be ready for occupancy this weekend.

Candy Firm Alters Name

BUFFALO, Nov. 24. — Tri - State Automatic Candy Corp., of this city, of which Melvin Berman is executive vice-president, has changed its official title to Tri-State Refreshments, Inc.

METRO-GOLDWYN-MAY

CINEMA



Governor'

WORLD

Midwest Theatr

One Showing on

In CinemaScope a

presents EDNA FERBER'S

RRON



Invitational

PREMIERE

Oklahoma City, Oklahoma

December 1, 1960 - 8:30 p.m.

METROCOLOR

Television Today

Who's Where

The promotion of **George D. Matson** to the newly created position of vice-president, assistant to the president, was announced by **Robert E. Kintner**, president of the National Broadcasting Company. At the same time, **Walter D. Scott**, executive vice-president, television network, announced that **Robert L. Stone**, who has been vice-president, operations and engineering, has been promoted to the position of vice-president, general manager, NBC Television Network, the post previously held by Matson. **James A. Stabile**, vice-president, standards and practices, has been promoted to the new position of vice-president, staff, NBC television network. Stone and Stabile will report to Scott.

Other promotions resulting from these changes include **William H. Trevarthen**, formerly vice-president, television network operations, who succeeds Stone as vice-president, operations and engineering, and **Ernest Lee Jahncke, Jr.**, director, standards and practices, who will head up that department as Stabile's successor.

□

John N. Manson III has resigned as vice-president and general manager of Screen Gems de Mexico, S.A., a post he has held for the past five years. The reason for his resignation, which becomes effective Feb. 1, 1961, is to set up a business of his own in Mexico City. **Lloyd Burns**, vice-president in charge of international operations for Screen Gems, said he expected to be able to announce a replacement within the next few weeks.

□

The appointment of **Harold Black** as production manager, advertising and sales promotion department, CBS television stations division, was announced by **Thomas Means**, director of that department. Appointment is effective immediately.

□

Glenn Marshall, Jr., president of WJXT, Jacksonville, Fla., has been elected chairman of the board of the Television Bureau of Advertising, succeeding **Otto P. Brandt**, vice-president of KING-TV, Seattle, Wash.

□

John Vrba, vice-president in charge of sales for KTTV, Los Angeles and Russel Woodward, executive vice-president of Peters, Griffin, Woodward, Inc. have been elected co-chairmen of the TvB sales advisory committee. They succeed **John Dickinson** of Harrington, Righter & Parsons and **H. P. Lasker** of the Crosley Broadcasting Corporation.

TV-Set Sales

(*Continued from page* 1)

first five months of the year. This brings the total of tv sets in use abroad up to 38,650,000, of which 32,650,000 are in the non-bloc countries and 6,000,000 are in the Communist bloc.

In addition, the agency said, overseas tv transmitting stations increased by 116 since June — from 1,237 to 1,353. Of these, 1,105 (including 97 new ones) are in the non-bloc countries and 248 (including 19 new ones) are in the Communist bloc.

The figures were included in a survey of overseas television developments sent to USIA posts abroad. The survey, from June 1 to Oct. 1, excludes the U. S. and its territories, U. S. Armed Forces stations and Canada.

Harris Renamed Head of NBC Affiliates Board

Jack Harris, vice-president and general manager of KPRC-TV, Houston, was unanimously re-elected chairman of the NBC Television affiliates board of delegates at the annual meeting of the affiliates here. Also re-elected were vice-chairmen Edwin K. Wheeler, general manager of WWJ-TV, Detroit, and Robert Ferguson, executive vice-president of WTRF, Wheeling, W. Va.

Louis Read, vice-president and general manager of WDSU-TV, New Orleans, was re-elected secretary-treasurer. Appointed to fill vacancies on the NBC-TV affiliates board were: Owen Saddler, executive vice-president and general manager of KMTV, Omaha, and Van Beuren DeVries, vice-president and general manager of WGR-TV, Buffalo, N. Y.

Other members of the board of delegates are: Marcus Bartlett, general manager of WSB-TV, Atlanta; Joseph H. Bryant, president of KCBD-TV, Lubbock, Tex.; Richard O. Dunning, president and general manager of KHQ-TV, Spokane, Wash.; Harold Grams, general manager of KSD-TV, St. Louis; and Richard Lewis, president and general manager of KVAR, Phoenix.

ASCAP Retains Rifkind

Stanley Adams, president of the American Society of Composers, Authors and Publishers, announced that, at the request of the Socicty's general attorney, Herman Finkelstein, the board of directors unanimously approved the retainer of the Hon. Simon H. Rifkind of the firm of Paul, Weiss, Rifkind, Wharton & Garrison as special counsel for the Society. Judge Rifkind scrved as judge of the United States District Court for the Southern District of New York from 1941 to 1950.

REVIEW:

Jazz Boat

Warwick—Columbia—CinemaScope

A Warwick Production, this film centers around the underworld activities of a group of English "Teddy Boys" and is set to music which is neither rock-'n'-roll nor jazz. To add to the incongruity of the film, director Ken Hughes seems to have tried for comedy with a script that includes vandalism, a jewel robbery, female face-slashing and a sadistic beating by a policeman.

The story tells of Anthony Newley as an electrician who becomes involved with a gang of hoodlums after repairing the alarm system of a jewelry store. He makes the mistake of passing as a notorious thief and the gang forces him to participate in breaking into the jewel shop. He escapes with the loot and the mob pursues.

The title of the Columbia release comes from the fact that the climax takes place on a huge ship which features dancing to various jazz ensembles, a popular form of diversion in Europe. On the boat, the gems change hands a couple of times and Newley cavorts around the decks in a sunbather's dress while his girl friend is attacked by the hoodlums. This is an example of the picture's humor.

With the help of a policeman with a grudge, the "Teddy Boys" are jailed, the leader having maimed his moll for attempting to seduce Newley while she had the jewels, and the former electrician is freed.

The picture was made in CinemaScope and features famed musician Ted Heath.

Running time, 90 minutes. Release, in December.

WILLIAM WERNETH

Desilu Plans 3 or 4 Theatre Films Yearly

Desilu Prods., which recently completed "The Facts of Life," starring Bob Hope and Desilu vice-president Lucille Ball, for United Artists release, expects to film "three or four" more theatrical releases in 1961, Desi Arnaz, president, told the *Wall Street Journal* in a Los Angeles interview this week.

Arnaz said it is possible that Desilu may own part of the new films to be made. "Facts of Life" was filmed by Desilu on a cost plus fixed fee basis with no Desilu ownership interest in the film.

Arnaz also disclosed that Desilu is considering leasing six acres on its Culver City studio lots for commercial and industrial enterprises.

He said profits in the second quarter ended Oct. 29 wiped out a first quarter loss of $201,397. Profits for the nine months ending Jan. 30 should be "within 10 per cent" of the corresponding period last year, when earnings of $708,121 were reported.

Network telecasts of shows in which Desilu has varying degrees of ownership account for about half of Desilu's profits this year. Another 25 per cent comes from residual usage of older shows and 25 per cent is from rental of production facilities and services to shows filmed on Desilu lots.

He said Desilu has invested $350,000 in "Wildcat," a stage play starring Miss Ball, which is due to open in New York on Dec. 15. Advance sales amount to $1,000,000, he said, and receipts from sale of the cast album come to $60,000.

Negro Group

(*Continued from page* 1)

ing and publicizing new feature f to the "new" Negro audience.

In its lengthy report the maga first traces the urbanization of Ar ican Negroes in the period betw 1940-1950. The figures given sho large increase in Negro popula in the north and west, contrast v a negligible gain in southern Ne population. In the north the incre was 47.2 per cent; west, 237.4 cent; and south, 3.1 per cent.

Between 1950 and 1955 an ac eration of this trend has taken pl Population increases in that per by city are as follows: Chicago, 3 000; New York, 150,000; Philac phia, 120,000; Washington, D. 110,000; Los Angeles, 65,000; troit; 61,000; Baltimore, 40,0 Cleveland, 53,000; San Francis Oakland, 37,000.

One-Third of Audience Claimed

"This trend," the report says, " dicates that today's Negro will r resent approximately one-third of t movie-going population of Philad phia and Chicago, and better th half of Washington, D. C." It wa marketing people — particularly th in the motion picture industry — "face the challenge of changing th approach to include marketing effo that will effectively sell this strate cally located urbanized Negro mov goer."

Other figures in the report indica that the Negro population in the mc important major metropolitan areas located adjacent to or surroundi the downtown shopping-entertainme area.

Strike Meet Tomorrow

(*Continued from page* 1)

Screen Actors Guild, will meet wi negotiators for the networks in wh was described on Wednesday as final effort to avert a strike.

The performers' contract with th networks expired Nov. 15 without a agreement on terms of a new cor tract having been reached. In th meantime, regional boards and mem bers of the performers' unions, repr senting nearly 30,000 members in al have authorized a strike call if an when union officials deem one neces sary.

The networks are known to hav been preparing for a strike by as sembling quantities of filmed pro grams, including large numbers of ol theatrical films. Increased fees to p formers was the major issue in th negotiations, which were called of last week.

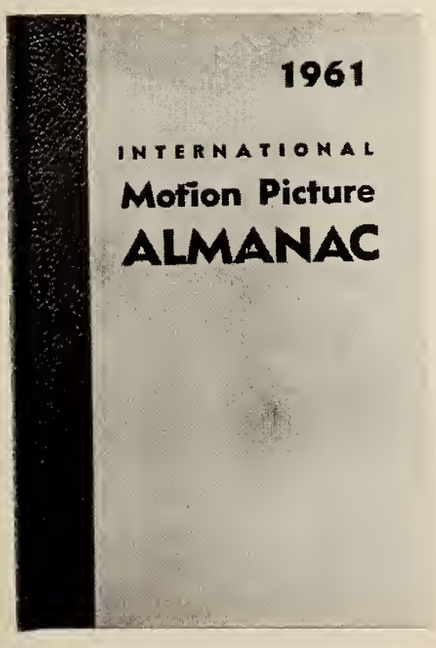
Now in preparation—the 1961 Editions of

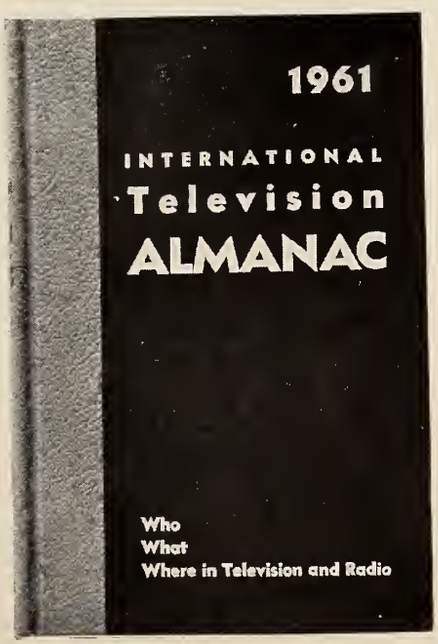
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THE HEADLINE NEWS COMES FROM 20TH

Ready for Production

JERRY WALD'S

RETURN TO PEYTON PLACE

.....

IRWIN ("Lost World") ALLEN'S

VOYAGE TO THE BOTTOM OF THE SEA

.....

SNOW WHITE AND THE THREE STOOGES

THE CHAPMAN REPORT

a best-seller for 6 consecutive months to be made by Darryl F. Zanuck Productions

---

Lee REMICK · Yves MONTAND · Bradford DILLMAN in

WILLIAM FAULKNER'S

SANCTUARY

has completed shooting!
Produced by Richard D. Zanuck

STUART CLOETE'S
CURRENT BEST-SELLER

The Fiercest Heart

has finished production for a spring release!

The Unforgettable Story of

Francis of ASSISI

filming in Rome, Assisi, Madrid
Produced by Plato Skouras

Sylvia Ashton-Warner's new novel

Incense To Idols

called "**A Work of Literary Art**" by the N.Y. Times
Darryl F. Zanuck Productions



James Stewart

will star in
JERRY WALD'S
production of

Mr. Hobbs Takes A Vacation

by the author of
"Father of the Bride"

Sophia Loren
Peter Sellers

in

The Millionaires

Smashes records in
London World Premiere



Jan De Hartog's acclaime

The Inspecto

will be Produced and
Directed by MARK ROBSO
creator of "Peyton Place
and "From The Terrace

---

and available for XMAS



"FLAMING STAR"

"THE MARRIAGE-GO-ROUND"

"THE WIZARD OF BAGHDAD"

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 101 NEW YORK, U.S.A., MONDAY, NOVEMBER 28, 1960 TEN CENTS

as 45

ervices Held n Utah for lex Harrison

rmer 20th-Fox Official ricken By Heart Attack

Special to THE DAILY

SALT LAKE CITY, Nov. 27.— neral services for Alex Harrison, neral sales manager of 20th Century - Fox from 1956 to 1960, were held here yesterday at the Desert Mortuary. Burial was in Mt. Olivet Cemetery. Harrison, who died last Wednesday of a heart attack at his home in Fallbrook, Calif., was a native of this city. He s 45 years old and ostensibly in the



Alex Harrison

(*Continued on page 3*)

esilu Quarterly Net Record $322,314

From THE DAILY Bureau

HOLLYWOOD, Nov. 27. — Desilu oductions, Inc., earned a record- gh net income of $322,314 for the cond quarter ended Oct. 29, equal 28 cents per share on 1,155,940 ares of common stock outstanding, was revealed in a semi-annual re-

(*Continued on page 5*)

ile Monopoly Suit Vs. ncyclopedia Brit. Films

A suit charging Films Inc. and Encyclopedia Britannica Films with a practical monopoly of the 16mm. nontheatrical film field and asking treble damages of $1,200,000 was filed in . S. District Court here on Friday y Ideal Pictures Inc.

The complaint, filed by Saul E.

(*Continued on page 2*)

ELEVISION TODAY—page 5

'Decadent' Films Hurt West in Cold War, Catholic Cinema Official Says

From THE DAILY Bureau

HOLLYWOOD, Nov. 27. — Decadent movies are hurting the West in the Cold War, an international Catholic film authority said here this week.

Andrew Ruszkowski, executive staff member of the International Catholic Cinema Office (OCIC) in Brussels, Belgium, said "Motion picture makers should feel an extra responsibility at this time when the West is struggling with the bitter ideological propaganda of communism."

"They must understand that if they

(*Continued on page 4*)

Exhibitors Study Diversification

Special to THE DAILY

ALBANY, Nov. 27. — Diversification, now an integral part of the operations conducted by Fabian Theatres, Schine Enterprises, Stanley Warner Theatres Corporation and other circuits, is also being closely studied by some long established independent exhibitors in the Albany exchange district.

Last summer's acquisition by a Fabian subsidiary of the 35-store

(*Continued on page 2*)

Plaintiffs' Rebuttal Set in Embassy Case

Special to THE DAILY

SAN FRANCISCO, Nov. 27.—U.S. Judge Lloyd Burke on Friday set Dec. 19 for the plaintiffs' rebuttal in the Embassy Theatre eight-million-dollar anti-trust suit against Paramount and seven other major distributors. Judge Burke indicated that at the conclusion of the rebuttal argument he will be

(*Continued on page 2*)

Bergman Eastern 'Oscar' Show P.R. Coordinator

From THE DAILY Bureau

HOLLYWOOD, Nov. 27.—Appointment of Maurice A. Bergman as the Academy of Motion Picture Arts and Sciences Eastern public relations coordinator for its 33rd annual "Oscar" awards was announced here on Friday.

Valentine Davies, Academy president, said Bergman will be headquartered in New York City to represent the Academy in coordinating all



Maurice Bergman

(*Continued on page 3*)

MGM Sets Second 'World Premiere' for 'Gone With the Wind' in Atlanta Next March 10

"Gone With the Wind" will be given a second "world premiere" by Metro-Goldwyn-Mayer when the David O. Selznick production opens next March 10th at Loew's Grand Theatre in Atlanta, Georgia, in tribute to the Year of the Civil War Centennial. It was at this theatre that the picture first made its debut in December, 1939.

The second premiere is planned as a gala event to rival the film's original opening, to be attended by Atlanta's leading social and political figures, as well as a number of surviving stars and players of "Gone With the Wind." Activities to be held in connection with the premiere events will be led off by a "Gone With the Wind Ball," to be held March 9th at the Atlanta Biltmore Hotel.

Winner of nine Academy Awards, an honor topped only by "Ben-Hur" which won eleven Oscars, it has been seen by millions of people all over the world and is one of the highest grossing productions in motion picture history.

The late Clark Gable played his most memorable role as Rhett Butler in the screen version of Margaret Mitchell's famous novel.

Effective in January

'Holders Ratify Tel. Magnetics, Ampex Merger

Two-for-One Exchange Set; Ampex Surviving Firm

By SAMUEL D. BERNS

LOS ANGELES, Nov. 27.—Shareholders of Ampex Corp. have approved the merger of Ampex and Telemeter Magnetics Corp., it was announced on Friday by George Long Jr., Ampex president.

Shareholders met in special sessions at the Ampex corporate offices in Redwood City, Cal.

At same time, Erwin Tomash, president of Telemeter Magnetics, Inc., announced that Telemeter Magnetics shareholders meeting in special session in Culver City also approved the merger. Directors of both companies had earlier recommended approval of merger plans which calls for an exchange of one share of Ampex for two shares of Telemeter Magnetics, Inc., with Ampex becoming the surviving corporation. Agreement will result in the issuance of ap-

(*Continued on page 4*)

UATC to Dispose of Unprofitable Theatres

United Artists Theatre Circuit will continue to "aggressively pursue the policy of disposing of or converting unprofitable properties, George P. Skouras, president, declares in a message to stockholders accompanying the UATC annual report.

In the year ended Aug. 31, last,

(*Continued on page 4*)

Goldstein Sees 'Dondi' Biggest A.A. Grosser

The possibility that Allied Artists' "Dondi" will become the biggest grosser in the history of that company was expressed by Morey Goldstein, A.A. vice-president and general sales manager, at a trade press luncheon held here Friday to introduce David Kory, six-year-old star of the picture. Goldstein compared the young star's

(*Continued on page 4*)

PERSONAL MENTION

ROGER H. LEWIS, United Artists vice-president in charge of advertising, publicity and exploitation, has returned to New York from Hollywood.

•

N. A. "NAT" TAYLOR, of Beaver-Champion Attractions, has returned to Toronto from New York.

•

NORMAN FEINBERG, assistant to the continental manager of Columbia Pictures International, was married in New Rochelle on Saturday to ARLENE S. ITZKOFF.

•

PHILIP GERARD, Universal Eastern advertising and publicity director, has returned to New York from the Coast.

•

F. J. A. MCCARTHY, Universal Pictures assistant general sales manager and sales head for "Spartacus," will leave New York tomorrow for Phoenix, Ariz.

•

SIG SHORE, producer of "The Angry Silence" for Valiant Films, will leave New York today for Hollywood.

•

HERMIONE GINGOLD has returned to New York from London.

M. Monsky, 'U' Denver Branch Manager, Dead

Mayer H. Monsky, 64, Universal Pictures branch manager in Denver since 1943, died of a heart attack in Brooklyn Hospital in New York on Friday. Funeral services were held in Denver yesterday.

Monsky had been visiting his daughter, Mrs. Harvey Cohen, in New York at the time of his death. He is survived by his wife, Lillian; two sons, Arthur and Louis, in addition to his daughter and two brothers, Sam of Los Angeles and Harry of Omaha.



Exhibitors Eye Diversification

(*Continued from page* 1)

Latham Corners Shopping Center—at a cost, in cash and three mortgages, of more than $6,000,000—and the recent opening of a sumptuous Schine Inn at Chicopee, Mass.—with a 40-lane "Ten Pin Bowl" costing an estimated $1,000,000, a skating rink and other "resort facilities" — have stimulated "smaller" theatre operators to consider the possibilities of expansion into other fields.

Five Activities Suggested

Bowling alleys and motels are two possible avenues of diversification for "independents." Miniature golf courses, restaurants and roller skating rinks are among others. Shopping centers are held "too costly" for purchase or development by non-circuit theatre owners. However, the operation of a motion picture house, in a shopping center, is within their financial capability.

As a matter of fact, two long-time exhibitors, John W. Gardner (now operating the Glen Drive-in, near Glens Falls), and the late Harry Lamont (head of Lamont Theatres), approached the Cummings family, of Montreal, when the latter were building the Latham Corners Shopping Center — about the possibility of a theatre there. They were told: "We consider the available land more valuable for parking purposes."

Gardner, who has built two New York State drive-ins — the Glen and the Turnpike in Westmere — and a pair in Vermont, owned a restaurant on the Albany-Schenectady Road, for a time. He also sold a large plot of land, in the Turnpike acreage, for a Catholic Church's use and sought a Westmere bowling-alley site.

Hellman Operates Motel

An Albany independent, Neil Hellman, operates the continually-expanding Thruway Motel, adjacent to the new Hellman Theatre. This is a suburban-type erected in memory of his father, the late Harry Hellman.

The son also owned, and eventually sold at a profit, the Mt. Vernon Motel —adjoining the Auto-Vision Theatre in East Greenbush and the Town House, in Albany.

Encyclopedia Brit.

(*Continued from page* 1)

Rogers, attorney for Ideal and 14 of its licensees in the 16mm. field, names in addition to the two corporate defendants, 11 individual defendants. Among them are William Benton, Maurice B. Mitchell, Paul G. Hoffman, Harry B. Houghton and Adlai E. Stevenson. The complaint charges that the defendants control 16mm. rights to all of the major producers' pictures except Universal, Columbia and Paramount, which retain such rights.

Complaint Covers Five Years

Complainants assert they have been unable to get 16mm. films for distribution over the past five years because of the alleged monopoly.

Zanuck to Meet Press

Darryl Zanuck will hold a press conference at 11 A.M., tomorrow in the board room at 20th Century-Fox here. He has just returned from Paris, where he completed final editing on "The Big Gamble." While in New York he will confer on plans for his forthcoming "Sanctuary."

'Boy' In B'klyn Nov. 30

Paramount's "The Boy Who Stole a Million," comedy - drama filmed against authentic Spanish backgrounds, will have its first New York showing at the Brooklyn Paramount Theatre on Wednesday, on the same program with the Hal Wallis production of "G.I. Blues."

Plaintiffs' Rebuttal

(*Continued from page* 1)

ready to hand down a verdict in the suit now well into its 11th year.

It is not likely the plaintiffs' rebuttal will occupy more than a week's time so that there is an outside chance the long-awaited outcome of the marathon case will be known before or shortly after Christmas. The original suit was filed in 1950 and has passed through the hands of numerous judges, two of whom died during the tedious litigation.

The outcome of the Embassy case may very well be a milestone in the history of motion picture monopoly suits. In the first place, it is one of the largest, if not the largest, action, dollar-wise and for time consumption, ever filed in the Federal Courts, not excluding the government anti-trust case against Paramount which ended in a consent decree. Industry leaders, such as exhibitors, distributors and producers, as well as veteran courtroom observers, agree that many upcoming film monopoly suits now pending will base arguments on the Embassy decision.

Federal District Courts all over the nation have their calendars clogged with film anti-trust suits.

Lemmon for 'Landlady'

HOLLYWOOD, Nov. 27. — Jack Lemmon will star in "The Notorious Landlady," a Kohlmar-Quine production for Columbia Pictures release. Shooting is scheduled to start on Feb. 1, with Fred Kohlmar producing and Richard Quine directing.

Set Awards for Film, TV Western Productio

Special to THE DAILY

DENVER, Nov. 27. — Film and producers, writers, directors, acto and composers who best preserve t traditions of the Old West in their tr flavor will be honored with Weste Heritage Awards in Oklahoma Ci January 31, 1961.

Announcement of the awards ca from Governor Stephen L. R. N Nichols, chairman of the Awar Committee of the National Cowb Hall of Fame and Western Herita Center.

The awards, which will be p sented only a few miles from the s where workmen are erecting the bui ing for the national memorial w recognize a fictional Western tele sion program, a factual Western te vision program, a documentary We ern film, a Western motion pictu feature, a Western short story, a We ern magazine article and a Weste song.

"Criteria for judging," according Governor McNichols, "will be t same in each of the contests." Pri consideration will be given to t contribution the entry makes towa a fuller understanding and apprec tion of this nation's great Weste heritage.

Johnston Sees Festival Screenings in Mexico

Special to THE DAILY

MEXICO CITY, Nov. 27. — E Johnston, Motion Picture Associati of America president, arrived h late last week for the showing of t first United States film, United Artis "The Fugitive Kind," at the Mexi City section of the third annual Wo Film Festival. The picture opened Acapulco last Monday.

The audience here was the larg since the Mexico City section of t Festival opened a week ago.

Johnston attended a breakf meeting here with United Artists d tribution officials and left yesterd for the Acapulco showing of "Inhe the Wind."

Mulvey, Griesdorf Win Up European Meetin

James A. Mulvey, president Beaver-Champion Attractions, has r turned to New York after a two-w swing through France and Ital Mulvey, accompanied by Dav Griesdorf, vice-president of Beave Champion, met with European pr ducers and directors to discuss upco ing product.

Griesdorf, who flew to England f further product discussions, will r turn to his home base in Toronto th week.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallaghe Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

Harrison Rites

(*Continued from page* 1)

t of health up to the time of his ath. He had never previously had nptoms of a heart ailment.

Memorial services for Harrison will held in New York City on Wednesy at the Church of Jesus Christ of Latter Day Saints, 142 West 81st eet, at 11:30 A.M.

Harrison is survived by his wife, yrleen; a sister, Mrs. Mort Thomas this city, and a brother, James, of ulder, Colo.

Harrison, who was with 20th-Fox r 25 years, was born on May 26, 15 and was educated at the Univer- y of Utah. He joined 20th-Fox as poster clerk in the San Francisco anch in 1935, advanced to booker fore entering military service in 43.

Rejoined in 1946

Upon his separation from the armed rces in 1946, he rejoined the film mpany as executive assistant to Her- an Wobber, then head of the San ancisco branch. Harrison became n Francisco branch manager in 48, and head of the Los Angeles fice in 1951.

In 1952, he was named home office presentattive of the sales depart- ent and was promoted to Western ivision manager in 1954. He was ade general sales manager by presi- ent Spyros P. Skouras two years later ad resigned last spring to retire to is California ranch.

The family requested that in lieu f flowers, donations be made to the oster Parents Plan, New York City.

Atlanta WOMPI Plans Yule Charity Activity

Special to THE DAILY

ATLANTA, Nov. 27.—The month- y meeting of the local chapter, Women of the Motion Picture Indus- ry, was held at the Variety Club here ollowing dinner, with president Jean Mullis, presiding. Those board mem- bers and committee attending other han Mrs. Mullis, were Margaret Stover, Mrs. Tillie Shapiro, Mrs. Bernice Hinton, Elizabeth Wallace. Mrs. Pat Brown, Mrs. Marcelle Kohn. Mrs. Lois Cone, Mrs. Opla Tate, Mrs. Juanita Elwell, Mrs. Nell Mid- dleton, Mrs. Martha Chandler, and Edythe Bryant.

Plans are formulated to reach in he neighborhood of 400 persons at Christmas time, including all patients at Battle Haven; all children at Hill Side Cottage and girls in the six to een-year-old group at the Salvation Army Club.

All WOMPI's are in the process of dressing 150 dolls so that each of the little girls will receive a doll in her Christmas stocking.

'Exodus' to Philadelphia

Otto Preminger's production of "Exodus" will have its Philadelphia premiere at the Boyd Theatre in Feb. 1, starting an exclusice, reserved-seat engagement. It will play 10 perform- ances weekly.

Hard Ticket Protests Heard; 'Atlas' Shifts

From THE DAILY Bureau

HOLLYWOOD, Nov. 27.—A satu- ration release utilizing 500 prints in 11 key territories instead of road- showing has been set for "Atlas," The Filmgroup's first million-dollar fea- ture in CinemaScope and color, it is announced by president Roger Cor- man.

The switch from the originally an- nounced policy was made, Corman said, because growing numbers of ex- hibitors were reporting dilution of roadshow attraction attendance and attenuation of grosses as a result of too many simultaneous hard-ticketers spoiling the box-office broth.

'Spot Bonanzas' Decried

"Exhibitors whose box-office acu- men we respect," Corman said, "indi- cate the dangers of pricing pictures out of the market. They admit the occasional success of roadshows but point out that they are interested in long run attendance increase over ex- tended periods instead of spot bo- nanzas. In effect, the roadshow oasis can be a mirage. Because The Film- group is interested in a long-term ex- hibition future we will go along with our customers. We believe on consist- ency at the turnstiles instead of the feast-famine policy.

Promotion to Be Increased

"'Atlas,' therefore, which we sin- cerely believe to be of roadshow calibre, will be a better money's worth to exhibitor and audience if it goes out for regular run. The appro- priation increase necessary for road- showing now will be devoted to pro- motion."

Crippled Children Are Guests at 'Hur' Party

Special to THE DAILY

BOSTON, Nov. 27. — A "Million Dollar First Anniversary Party of 'Ben-Hur'" was held at Ben Sack's Saxon Theatre here last week with 1,000 underprivileged and crippled children guests at the matinee show- ing, sponsored by the Massachusetts Shriners, and a party for the press, film critics, radio, tv personalities and a group of leading citizens on the theatre's mezzanine.

Judge Robert Gardner Wilson, Jr., past Imperial Potentate of the Shriners, arranged for the matinee showing for the children and ice cream and cake was served. Sam Richmond, general manager of Sack Theatres, and the Saxon Theatre staff, headed by Buster Holt, manager, hosted the mezzanine party, at which a citation from Boston's mayor John F. Collins was presented.

Sullivan Felicitates

A congratulatory telegram was re- ceived from Ed Sullivan, from Miami, and in for the ceremonies were Stan- ley Chatkin, M-G-M advertising, New York; Ed Gallner, M-G-M advertising, Philadelphia; Ben Bebchick, branch manager, M-G-M, Boston.

Name Bergman

(*Continued from page* 1)

promotional activities conducted by all Eastern groups on behalf of the April 17 awards telecast and broad- cast.

A public relations and motion pic- ture industry veteran of more than 30 years' experience, he will work under the direction of the Academy's recently appointed public relations coordinating committee.

This committee, headed by Jack Diamond and John Flinn, public rela- tions branch representatives on the Academy board of governors, is re- sponsible for the supervision and con- trol of all promotional activities for the awards.

Other members of the committee include Dan H. Baer and Archie A. Lee, Harshe-Rotman, public relations counsel for the Academy; Clarke Wales, director of public relations for the Association of Motion Picture Producers, and representatives of the American Broadcasting Company public relations staff, as yet unnamed.

Bergman has most recently been a general public relations consultant, following a year as director of public affairs for the Motion Picture Associa- tion of America.

He will assume his new post Jan. 1, 1961.

Map Hub Campaign for 20th-Fox's 'Legions'

Special to THE DAILY

BOSTON, Nov. 27. — Plans for a heavy exploitation campaign for the 20th Century-Fox production, "Le- gions of the Nile," set to open at the Pilgrim Theatre here Dec. 6, and in 100 theatres around New England the following day, were discussed at a two-day session at the local 20th- Fox office last week.

Clayton Pantages, member of the 20th Century-Fox sales cabinet, under the supervision of Glen Norris, gen- eral sales manager, was here to con- duct the sessions. Al Levy, branch manager, spoke on the expenditure, exhibitor cooperation, and wide dis- tribution of the picture. Phil Engel, New England representative, outlined the promotion plans. The entire area will be saturated with a 10-day tele- vision campaign, plus radio coverage for one full week.

Remodels Theatre, Then It's Damaged By Fire

Special to THE DAILY

JACKSONVILLE, Ark., Nov. 27.— The Grand Theatre here, owned by Bart Gary, was heavily damaged by fire last week, a few minutes before it was to open for the night. The flames were confined to the rear of the building around the screen but the heat was believed to have damaged projection equipment and film at the front.

The largest part of a remodeling project on the theatre had been com- pleted only recently, and some work still was to be completed.

TENT TALK

Variety Club News

LOS ANGELES — Tent No. 25 has elected its crew for 1961. The 11 members include Ben Adler, Jack Berwick, Lester Blumberg, Johnny Grant, Jack Hessick, William Jarna- gin, Al Lapidus, J. E. McCarthy, Armand Schaefer, Fred Stein and William Thedford. The crew will meet this week to elect its new chief barker and other officers.

△

BUFFALO — The new directors for 1961 of Tent No. 7, Variety Club of Buffalo, are: Peter Becker, son of Al Becker, veteran theatre supply ex- ecutive; Melvin Berman, of Tri-State Refreshments; Bernie Burns, musi- cian; Jack Chinell, manager of the local Buena Vista branch; Dewey Michaels, of Michaels Theatres, and William Shirley, field representative for United Artists.

△

MIAMI — Tent No. 33, Variety Club of Greater Miami, has elected as chief barker Jack Bell, "Town Crier" columnist of the *Miami Herald*. He will take office on Jan. 1, suc- ceeding Ed Melniker. Others elected include Bill Dock, first assistant; Maury Ashmann, second assistant; Frank Crown, dough guy, and Hal Kopplin, property master. New crew members named are Wolfie Cohen, Hal Pelton, Sydney Meyer, Jack Leon- ard and Sonny Shepherd.

△

PITTSBURGH — Ray Downey has been installed as chief barker of Tent No. 1. Other officers installed are Bernie Hickey, Jerome "Tad" Reeves, Harold Gray, Bob Rosuali, Lou Aver- bach, I. Elmer Ecker, Nat Kaufman, Jimmy Klingensmith, Ernest Stern and Jack van Lloyd. Among the guests at the installation were Elsa Maxwell and Columbia Pictures' Jo Morrow.

△

CHARLOTTE—James R. Gilland, Stewart-Everett Theatres executive here, is the new chief barker of the Charlotte Variety Club. He succeeds Ray Ervin. Other new officers are Ulmer Eady, first assistant chief bark- er; Tom Cookerly, second assistant chief barker; Melvin Cook property master, and John R. Vickers, dough guy. The officers will be installed on Jan. 1.

Suspend 'Cleopatra'; Miss Taylor Returning

From THE DAILY Bureau

LONDON, Nov. 27. — Production on 20th Century-Fox's "Cleopatra" was temporarily suspended here at the weekend.

After a weekend in Paris, the pic- ture's star, Elizabeth Taylor, whose illness caused the suspension, will fly to California to complete her re- cuperation.

Ratify Merger

(*Continued from page* 1)

proximately 430,172 shares of Ampex to existing Telemeter Magnetics shareholders in addition to the 7,277,-570 shares currently outstanding.

Effective date of merger, predicated on a period allowed by the California corporation commissioner for any stockholder objections, is expected to occur early in January, 1961.

Will Augment Ampex Line

Long stated the merger will enable Ampex to complement its existing line with Telemeter Magnetics products, whose products are closely related to magnetic recording.

"The acquisition of Telemeter Magnetics' magnetic core technology (the addition of its product line to Ampex's magnetic tape recorder line and the combination of TM1 management, technical, and manufacturing resources with those of Ampex should contribute significantly to the diversification, technical progress and growth of Ampex," Long stated.

As of Sept. 1, 1960, Paramount Pictures Corp. owned approximately 74 per cent of TM1 or 631,644 shares. On completion of the merger, Paramount will own 315,822 shares of Ampex or about four per cent of the total shares outstanding.

Sales Figures Presented

Long also reported to shareholders that Ampex sales for first half of the current fiscal year, ended Oct. 31, were $32,244,000, topping the $31,-480,000 for same period last year. Earnings were $361,000 or five cents per share on the 7,278,230 shares outstanding, compared to $1,780,000 or 25 cents per share on 7,217,943 shares outstanding for the first half of the previous year.

Net sales for the second quarter of the current year were $15,876,000, compared to $16,685,000 for the same period last year. Net earnings for the second quarter fell to $17,000. Comparable earnings for same quarter last year were $954,000 or 13 cents per share on the 7,217,943 shares outstanding.

Long stated that results for the full year will "almost entirely depend on profits to be generated during the second half — and having effectively reduced our expenses below the level of the first six months, we are in the strong position to improve our profits in the second half if anticipated increase in volume materializes."

Year's Earnings $4,013,000

Commenting further on the merger, long noted that Ampex had net sales of $68,113,000 for fiscal 1960, ended April 30, compared to $46,239,000 for the previous year. Earnings were $4,013,000 for the past fiscal year or 55 cents per share based on the 7,-270,145 shares outstanding, compared to earnings of $2,730,000 or 38 cents per share on 7,164,183 shares outstanding at the end of the previous fiscal year.

Telemeter Magnetics, Inc., had net sales of $4,654,000 for fiscal 1960, ended Jan. 2, compared to $2,928,000 for the previous year.

Earnings were $158,000 or 19 cents per share on 852,144 shares outstanding for fiscal 1960, compared to $156,000 or 22 cents per share on 701,144 outstanding shares for the previous year.

On the basis of pro-forma figures, the combined net sales of the two companies for fiscal 1960, ended April 30, total $72,767,000, with combined earnings of $4,083,000 or 53 cents per share on 7,696,317 shares outstanding. The outstanding shares are adjusted to give retroactive effect to the 1959 merger of Orr Industries into Ampex, the proposed TM1 merger, and the Ampex stock splits of two and one-half for one in August, 1958, and three for one in Febraury, 1960.

Reeves Files at SEC For 150,000 Shares

From THE DAILY Bureau

WASHINGTON, Nov. 27.—Reeves Soundcraft Corp., Danbury, Conn., has filed a registration statement with the Securities and Exchange Commission for a secondary offering of 150,000 common shares. They will be offered the public through an underwriting group headed by Emanuel, Deetjen, & Co.

The underwriters will buy the shares from the Prudential Insurance Co. of America, which will acquire them by exercising warrants which set a price of $3 per share to Prudential.

Price to the public has not yet been announced, Reeves will gross $450,-000 on the sale of warrants.

Reeves Soundcraft, among other things, makes and distributes recording media and leases to film producers and studios patented machines used in the application of recording stripes on motion picture film of all sizes.

Goldstein, 'Dondi'

(*Continued from page* 1)

performance in the film with that of Jackie Coogan in "The Kid" some 40 years ago.

Goldstein disclosed that he will order 500 prints of the Albert Zugsmith production and will seek that many simultaneous bookings.

"If I have to take a print to every release area under my arm, I intend to do it," he said. "This little fellow may well become the biggest personality in this industry. Anybody with a heart will love this picture."

Eyes Large Theatres

Goldstein stated that Allied Artists will try to book the picture in the biggest houses. "Dondi," he said, "is as timely as any picture could be. With the recent accent on violence, sex, homosexuality, cannibalism and prostitution, a clean adult picture such as 'Dondi' offers a welcome relief."

Goldstein announced that Zugsmith plans to follow almost immediately with "Dondi Goes to the Moon" and "Dondi Goes Native in Brooklyn."

He introduced young Kory who regaled the luncheon group with hilarious juvenile jokes.

UATC's Plan

(*Continued from page* 1)

UATC had net income of $403,073, after deducting depreciation of $683,-709, equal to 34 cents per common share after providing for dividends of $5 per share on the preferred stock. In the prior fiscal year net income amounted to $16,744 after deducting depreciation of $846,682.

Stockholders were notified that the annual meeting will be held in Baltimore on Dec. 12 to elect directors, authorize employment of auditors and transact other business.

Credits 'South Pacific'

Skouras attributed the improvement in net income in 1960 over the prior year to UATC's participation in net profits of the film "South Pacific." He said it can be anticipated that substantial additional profits will be derived during the current fiscal year from the same source.

"Not only has 'South Pacific' been responsible for providing profits for your company," he informed the stockholders, "but it has been helpful in developing revenues for the theatres operated by the company and its affiliates.

"This fact points up the necessity for the need for production of similar top quality pictures. I am pleased to report that producers more and more are producing these top quality road show pictures, and it is my opinion that this flow of such pictures will be instrumental in helping your company to develop profits in the future."

Tells of Texas Conversions

Referring to the disposal of unprofitable theatres, Skouras told the stockholders that during the past year UATC's wholly owned group of Texas theatres converted a number of them to commercial use.

United California Theatres, in which UATC has a 50 per cent interest, now has 40 commercial properties in operation and owns an additional 16 unimproved properties.

"On one of these unimproved properties," he said, "it is now developing one of the largest shopping centers in Northern California, and is building a multi-lane bowling alley in the rear of this shopping center. It has also converted properties into supermarkets, stores and other commercial ventures."

Revenue Up Slightly

The annual report showed total revenue in the 1960 year of $10,994,-483, compared to $10,449,542 the previous year. Operating expenses were up from $9,700,658 in 1959 to $10,-454,728 this year, resulting in a loss from operations of $143,954 this year, as against a loss of $97,798 the year before.

The participation in "South Pacific" profits amounted to $488,639, and other income brought the total to $834,993. Other income in 1959 amounted to $528,946.

The report showed current assets of $1,964,247, of which $1,308,741 was in cash, and current liabilities of $1,784,671.

Oklahoma City Prepa[s] For 'Cimarron' Premi[e]

Oklahoma City is planning a [r]-moth "Hello" to Metro-Gold[n]-Mayer's "Cimarron" premiere [i]this week, MGM reports. The [e]city is in a festive mood with [p]windows, department stores, h[o]and transportation depots rolling [o]the welcome mat for the film, its [s]and the press contingent, the [n]pany said.

Representatives of MGM's pub[l]and exploitation departments [a]arrive in Oklahoma City today [f]both Coasts, to coordinate final [p]for the two-day state celebration [t]be climaxed by the Governor's in[a]tional premiere at the Midwest T[h]tre, Thursday.

Howard Strickling, MGM dir[e]of advertising and publicity, wil[l]rive in Oklahoma City from H[o]wood today.

"Cimarron" will open a road s[h]engagement at the Paramount T[h]tre in Hollywood Christmas night

'Decadent' Films

(*Continued from page* 1)

present a degenerate picture of West, they'll open the doors to c[o]munist propaganda. Many people begin to believe that if moral re[a]eration is not possible they must East."

Ruszkowski was legal adviser the Polish Film Producers Ass[o]tion before World War II. He been with the Catholic Cinema O[f]since 1946. In 1952 he became [p]fessor of economic thought and sociology at the Pontifical Cath[o]University of Peru. He resides in L[i]and is now a Peruvian citizen.

Points to Soviet Films

"It is noticeable," he said, "[t]Soviet pictures seldom show immo[r]ity. Some who desire moral he[a]may get the impression from So[v]movies that this morality comes fr[o]Soviet philosophy.

"Though such films may be mor[e] Ruszkowski observed, "they are [n]Christian."

Ruszkowski advocated the edu[c]tion of movie patrons to appreci[a]the cinema as an art form, but he [r]jected the idea of art for art's sake

"Art for art's sake is essentially false attitude," the Peruvian law[y]said. "We must know the hierar[c]of values. There are spiritual valu[e]and even some human values, t[h]are superior to artistic values."

Would Avoid 'Poor Art Forms'

Ruszkowski was careful to expl[a]that emphasis on sound moral cont[e]does not mean that poor art for[m]are excusable.

He stated that the Internatio[n]Catholic Cinema Office had made world-wide study of all methods moral regulation of films. State c[e]sorship, he added, is not the m[o]effective way of solving the proble[m]

He said self-regulation is best, a[n]that if self-regulation appears to be [n]effective, groups seeking to strengthe[n]it should be supported.

w NAB President edges Strong Effort

pledge to "strengthen the industry n within" and to "protect it from effort from any quarter to weaken basic principles which are essento its development" was made by ernor LeRoy Collins of Florida, ident-elect of the National Assoion of Broadcasters today.

Gov. Collins, who will take office January, did not attend the NAB l conference which opened here ay at the Biltmore Hotel because his duties as Florida chief execu-, but he greeted the delegates in message which was read at the ning session this morning.

Expresses Pride

I am extremely proud of my se-tion as president of NAB," Collins l, "and I am determined to make industry a good leader. . . . I atly appreciate the warm spirit of peration which the board has so erously and enthusiastically offered. The greatness of the broadcasting ustry and of America are insepare. No industry has a greater potenfor supporting and enriching our e enterprise system than broadcast-, in all its phases and media," the ssage concluded.

AB Session Stresses mployee Relations

Broadcasters attending the NAB ll Conference here were told today at people are the main ingredient their industry and successful operans demand the latest techniques in eir employment.

The subject was explored from all gles by four executives of the Naonal Association of Broadcasters uring the opening conference session the Biltmore Hotel. The session's erall theme was "People — and ofits."

H. H. Bell in Chair

Howard H. Bell, NAB vice-presi-ent for industry affairs, presided at e session. Others participating were illiam Carlisle, manager of station lations; John M. Couric, manager of ublic relations, and James H. Hulert, manager of broadcast personnel nd economics.

A fifth speaker, Professor Richard Goggin of New York University, a ember of the Board of Directors of ne Association for Professional Broadasting Education, suggested that the ndustry offer scholarships and sumer jobs to exceptional students to ncourage them to train for careers radio and television.

Difference Between Profits and Loss'

Bell told delegates in opening the onference that the "importance of eople to profits" in broadcasting was learly evident by the fact that any nistake in salaries, staffing or other anagement problems "could spell ne difference between profit and oss."

Hulbert warned that overstaffing and poorly-planned salary schedules can destroy profits of an otherwise successful station. He urged broadcasters to compare their own costs and profits with analyses prepared by the NAB and the Federal Communications Commission. By using such material, he said, "you can see the trend in the industry in your market size and in your own market. You can tell whether you are keeping up with the trend, falling behind it, or running ahead."

Couric said management must impress on its staff members that "the station's future and their own livelihood depend on community acceptance, community support, and community good will.'" He said public relations can build a station's prestige and profits, but good public relations is everybody's job and not just something employees can leave up to the boss.

Carlisle, in a talk and film demonstration, described new techniques in the art of getting people to accept ideas or products.

AROUND THE TV CIRCUIT

with PINKY HERMAN

TO THIS scribbler, so long as Macy's presents so entertaining an hour as "The Thanksgiving Day Parade" which was NBChannelled on Thursday one shouldn't care an iota whether "Macy's tells Gimbels." And Paul Tripp and Bob Smith each rate a roll of the drum (sticks) for their stints as co-hosts. . . . Formerly national program manager for the Bartell Radio Stations, Al Heacock will succeed Mel M. Bailey as program manager of WBZ, Boston. . . . ABC and the Academy of M. P. Arts & Sciences have just signed a 5-year pact which will bring the "Oscar" telecasts to 240 ABC-Affiliated stations starting with the next Awards skedded Monday April 17. . . . Walt Framer back from England where his popular quizzer, "For Love Or Money" embarks on its second year TVia ABC (London). Walt is now offering a new travel quiz, "Holiday For 2" which will test contestants' powers of observance instead of their knowledge. . . . On Dec. 7 Katherine Cornell will present to the "Armstrong Circle Theatre" the Social Work Recruiting Committee (N. Y.) Award for "consistent contributions and enlightenment of the American Public." Last Wednesnite's drama, "The Hidden World" dealing with the Chicago Orthogenic School for disturbed children, proved a most engrossing treatise on the subject and revealed a most heart-warming understanding and awareness of the problem by the school faculty and the patient treatment of the unfortunates. . . . Paul A. Minor has resigned from Grey Advertising Agency to become an account exec at Transfilm Caravel. Minor produced commercials for P & G, RCA Victor and Mennen for Grey. . . . You'll soon be thrilling to the baritones of a good looking youngster named Vic Carlo. After 2 years of Nite-Club bookings, Vic is ready for the nets.

☆ ☆ ☆

The MGM-TV stages at Culver City, under the supervision of Production TVeep Bob Weitman, will really start jumpin' when two new series, both in co-operation with NBC, go before the cameras. The one-hour programs, "Cain 100" and "Woman in the Case," the former conceived and created by Paul Monash and the latter developed by Monash, based on a book by Edgar Lustgarten, are planned for the fall of next year. Monash also will be exec prod. . . . Tony Leader, one of radio's most successful meggers, who has directed several MGM-TV segs of "National Velvet," says that Lori Martin and Elizabeth Taylor, both of whom came into prominence in the "Velvet Brown" role, have much in common but that Lori is destined to achieve greater stardom. . . . Now that the motion picture industry discovered Alan King at the "Joseph E. Levine Tribute" Dinner, the comic's great talents will undoubtedly be signed for moom pitchers. We still don't see howcome the glib-ad-libber, isn't signed for his own regular TV series? . . . "ABCollege Football Kickoff," next Saturday, will feature highlights of the 1960 grid sked of the number one college team in the land. Chris Schenkel, one of the ace sportscasters around will be the host and commentator of the program. . . . Joe Franklin, the WABCinemagician ("J. F. Memory Lane") has been signed by Golden Age Films to narrate a feature length flicker, "The Great Pearl White," featuring highlights and film clips based on life of one of filmdom's most popular heroines. . . . Communications Counselors will preview a 14-minute "Outdoor Adventure" telefilm next Friday at the St. Regis for the press. . . . Thesp Everett Sloane has turned scripter and has sold an original, "The Hamlet Caper," for the "77 Sunset Strip" ABC-TV'er. Andrew Duggan and Richard Long, partners of the "Bourbon St. Beat" program, will team up again in this seg.

Desilu Record

(*Continued from page 1*)

port to shareholders. Gross income for the period amounted to $5,903,717.

In reporting a gross income of $8,462,495 for the six months ended Oct. 29, Desi Arnaz said profitable operations during the second quarter more than offset a loss in the initial period, resulting in a six-month net income of $120,917, equivalent to 10 cents per share on the same number of shares outstanding.

Desilu also issued a quarterly cash dividend of 15 cents per share, payable Nov. 25 to shareholders of record on Nov. 11, on the common stock outstanding. As is customary, Arnaz pointed out, no dividend was declared on the Class B common stock, which is held by him and Lucille Ball Arnaz.

Leeds' Shares Purchased

The president stated in the shareholder letter that he and Lucille Ball Arnaz personally purchased 35,000 shares of Desilu common stock owned by Martin Leeds, former director and executive vice-president, whose resignation occurred during the second quarter.

Sales of TV Sets Abroad Rise Sharply

From THE DAILY Bureau

WASHINGTON, Nov. 27. — People overseas are buying television sets at a greater rate than before — nearly twice as many during the last four months as during the period from January to June, the U. S. Information Agency reported.

During the same four-month period, USIA said its Television Service sent a total of 226 programs to 51 countries, with an estimated viewing audience of 135,250,000.

The Agency said there was an expansion of more than four million tv sets in use overseas in this period, as compared with an increase of 2,500,000 during the first five months of the year. This brings the total of tv sets in use abroad up to 38,650,000, of which 32,650,000 are in the non-Bloc countries and 6,000,000 are in the Communist Bloc.

1,353 Transmitting Stations

In addition, the Agency said, overseas tv transmitting stations increased by 116 since June — from 1,237 to 1,353. Of these, 1,105 (including 97 new ones) are in the non-Bloc countries and 248 (including 19 new ones) are in the Communist Bloc.

The figures were included in a survey of overseas television developments sent to USIA posts abroad. The survey, from June 1 to October 1, excludes the U. S. and its territories, U. S. Armed Forces Stations and Canada.

Flamingo Moving

Flamingo Telefilm Sales, Inc., distributor of films for television, will move on Dec. 1 from its present location on 57th Street to new quarters at 445 Park Avenue, New York.

XMAS WILL NEVER BE MERRIER



...COAST-TO-COA
267 dates of HOLI
playing time alre
set...with m
rolling in d
from the smar
bookers in
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BOB HOPE ❋ LUCILLE BALL

IN A **PANAMA & FRANK** PRODUCTION

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FOR HOLIDAY FUN...
Watch the screen's two greatest clowns whoop it up in the funniest marital mix-up you ever saw! *But it's also a movie with a world of tenderness... a warm, wonderful story that gets you here!*

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THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 102 — NEW YORK, U.S.A., TUESDAY, NOVEMBER 29, 1960 — TEN CENTS

EDITORIAL

Below the Belt

By Sherwin Kane

THE day after John Crosby, television critic turned columnist for the N. Y. Herald-Tribune, misinformed his many readers with another of those Hollywood and the motion picture industry are dead articles, business reports on two of the fine pictures he foolishly and groundlessly misaligned, proved him an incompetent reporter.

Writing in the Sunday H-T, Crosby said he had just returned from Hollywood where he found everyone sitting on their hands awaiting the arrival of pay television, the while the public's changing appetite for entertainment goes unnoticed in Hollywood and hence is better served elsewhere.

Regardless of how accurate Crosby's observations may be, this demonstrates, he insisted, that Hollywood is done for.

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In an irresponsible aside, the erstwhile tv critic, reaching for anything to bolster his contention, asserted that "Spartacus" will lose millions and "Ben-Hur" is turning soft in its second year.

Just how irresponsible that reporting is can be judged by two news items appearing in today's news columns. One reports near-capacity business for "Spartacus" in the six theatres in which it has opened to date.

The other, typical of "Ben-Hur" business news day in and day out, reports that the picture's Cleveland engagement, scheduled to close Dec. 19 after 46 weeks, has been extended indefinitely because of public demand for reserved seats weeks beyond that date.

•

It is not reasonable to assume that accurate business information concerning "Spartacus" and "Ben-Hur" could not have been obtained by Crosby, as it could be by any other newspaperman worthy of the name.

When one considers that the maligned pictures are regarded within the industry as outstanding examples of the new era of great grossing productions, and when it is remembered that in its still limited engagements

(*Continued on page 2*)

TELEVISION TODAY—page 5

Thanksgiving-Period Theatre Takes Reported Better-than-Fair to Strong

Better-than-fair to strong business for the four-day Thanksgiving Day weekend was reported yesterday by New York's leading theatres and circuits.

Radio City Music Hall, for the Thursday-Friday-Saturday-Sunday period, grossed a big $125,000 with "The World of Suzie Wong." The take for Thanksgiving Day itself, set a record for that holiday, registering $32,500, the theatre disclosed. The take for Saturday was $34,000.

Loew's Theatres' figures reflected strong business both in New York and

(*Continued on page 4*)

Rank to Distribute 'El Cid' in Britain

From THE DAILY Bureau

LONDON, Nov. 28. — A contract for the distribution here of "El Cid" by Rank Film Distributors was signed today by F. L. Thomas, managing director of the Rank company, and Samuel Bronston and Philip Yordan for Samuel Bronston Prod., and D.E.A.R. Films of Rome, the American and Italian co-producers of the film.

Distribution of "El Cid" in the

(*Continued on page 4*)

MGM Host to World Press for 'Cimarron'

Top representatives of the international press will converge on Oklahoma City Wednesday for the two-day "Cimarron" world premiere celebration.

Metro-Goldwyn-Mayer will fly one plane load from New York via St. Louis, and another will arrive from Hollywood, both filled with members of the press from cities across the country and across the oceans.

Representatives from London, South America, and Australia will also

(*Continued on page 4*)

Eulogy by Skouras At Harrison Rites

Spyros P. Skouras, president of 20th Century-Fox, will deliver the eulogy at memorial services for Alex Harrison, former general sales manager of the film company, who died last Wednesday in California.

The memorial services will take

(*Continued on page 4*)

N. J. Allied's Beefsteak Dinner Set for Dec. 13

The 33rd annual beefsteak dinner of Allied Theatre Owners of New Jersey will be held at 7:30 P.M., on Dec. 13 at the Alpine Restaurant, Maplewood, N. J., it was announced yesterday. About 200 members and guests are expected to attend.

Sam Engelman is chairman of the event, and Howard Herman, co-chairman.

Warns Broadcasters

Trailers, New Films Worry TV Code Head

Review Board Head Sees Problem in Suggestiveness

Post 1948 Hollywood feature films and trailers for current attractions at local theatres rang with personal product advertising as providing the most headaches for the Television Code Review Board, E. K. Hartenbower, chairman of the Review Board, told the Fall Conference of the National Association of Broadcasters this morning. The conference opened here yesterday at the Biltmore Hotel.

Problems concerning personal prod-

(*Continued on page 4*)

Jerry Lewis 'Unveils' New 'Ladies Man' Set

By SAMUEL D. BERNS

HOLLYWOOD, Nov. 28. — Jerry Lewis today invited domestic and foreign press representatives to an "unveiling" of his $500,000 set for "Ladies Man" on Stage 15 at the Paramount studios. Display of the unique setting on three floors, of approximately 40 rooms, in a studio-

(*Continued on page 2*)

REVIEW:

The Grass Is Greener

Grandon—Universal-International

"THE GRASS IS GREENER" is bright, sophisticated comedy, played by an attractive cast headed by Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons. A Stanley Donen production, it is beautifully mounted in Technicolor and Technirama, and having the English countryside and one of those museum-like manor houses which have been opened to sightseers as its setting, there are many attractions for the color cameras to capture and put on exhibit.

The adult story employs adultery to make a rather telling argument in behalf of the permanency, if not the sanctity, of marriage. And employing gifted people as its instruments, it sustains an air of civilized comedy for most of its length that will keep audiences in good humor and send them away feeling glad they had come. And that, of course,

(*Continued on page 6*)

Spanish Sub-Titles for Cuban Patrons in Miami

Special to THE DAILY

MIAMI, Nov. 28. — An influx of thousands of Cubans to this area, fleeing Fidel Castro's revolutionary regime, is having its effect on local theatres as on numerous other businesses.

The Wometco circuit recently booked "The Ten Commandments" with Spanish subtitles, and is repeating with Spanish language versions of "An Affair to Remember" and "Gift of Love," double featured.

A Wometco spokesman said. "It seems to be a very successful experiment because about 95% of the theatre's audience is Cuban now."

PERSONAL MENTION

MAURICE SILVERSTEIN, vice-president of M-G-M International, has left New York for Rome, London and Paris.

•

JACK DIAMOND, Universal Pictures studio publicity director, has arrived in New York from Hollywood.

•

BURTON E. ROBBINS, president of National Screen Service, has arrived in Los Angeles from New York.

•

JOSEPH I. BREEN, former Production Code administrator, is in Huntington Memorial Hospital, Pasadena, Calif.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, has become a grandfather for the 13th time with the birth of a boy to his daughter-in-law, MRS. PLATO SKOURAS, at St. John's Hospital, Hollywood.

•

HOWARD STRICKLING, MGM vice-president in charge of advertising and publicity, and WILLIAM GOLDEN, of the MGM publicity department, are in Oklahoma City from Hollywood.

•

HARVEY MATOFSKY, publicity coordinator for Joseph Levine's "The Wonders of Aladdin," has left New York for Rome, enroute to Tunis, where the picture will be shot.

•

R. J. "HAP" BARNES, president of ABC Theatre Corp., Atlanta, has left there for New Orleans.

•

JAY WESTON, public relations counsel, will leave here tomorrow for the Coast.

•

CHARLES KING, of Exhibitors Service, Jacksonville, has returned there from Atlanta.

•

RICHARD MROCEK, booker for M-G-M in Minneapolis, was married there on Saturday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
WILLIAM HOLDEN
THE WORLD OF SUZIE WONG
co-starring NANCY KWAN
SYLVIA SYMS • MICHAEL WILDING
A Paramount Release in TECHNICOLOR®
ON THE GREAT STAGE "TOWN AND COUNTRY"

EDITORIAL

(Continued from page 1)

around the world, "Ben-Hur" already has cleared its negative costs, and that "Spartacus" is only now beginning its box office career, Crosby's references to them are so patently uninformed and unfair as to be, perhaps, better left ignored.

•

But if that is a sample of the malicious gossip currently being circulated in Hollywood, as Crosby suggests, it makes one wonder what has come over that community.

Or was it his old television contacts Crosby was communing with out there?

Heavy Demand Holds 'Ben-Hur' in Cleveland

Special to THE DAILY

CLEVELAND, Nov. 28. — "Ben-Hur," now in its 44th week in Loew's Ohio, was tentatively scheduled to end its long stay Dec. 18, but the past two weeks have been sell-outs. The announced closing finds would-be patrons trying to buy tickets a month or more ahead. So, it now looks as if "The Alamo," slated for the Ohio Dec. 23 or 25 on a continuous-run performance, would be delayed.

M-G-M has the Ohio on a solid rental basis, which gives the film company first call on the length of "Ben-Hur's" stay here.

Selsman, Lynley to Wed

Carol Lynley, motion picture and stage actress, and Michael Selsman, a public relations executive for 20th Century-Fox Film Corp., have announced their engagement and forthcoming marriage.

Miss Lynley, who was signed over the weekend for a starring role in Jerry Wald's "Return to Peyton Place," will leave New York today for Hollywood to begin her part in the film. The couple's marriage will take place immediately upon completion of her role.

Cite Pickus' Warning

ALBANY, Nov. 28.—The National Catholic Welfare Conference News Service sent member papers a story quoting from the recent address by Albert M. Pickus, president of Theatre Owners of America, at Raleigh, N. C., in which he warned of "inestimable long range harm" to the industry as a result of "objectionable pictures."

'Damned' on Circuits

"Village of the Damned," Metro-Goldwyn-Mayer's unusual science-fiction release, will open in more than 80 New York neighborhood theatres Wednesday, Dec. 7.

Hope for New Start On 'Cleopatra' Soon

From THE DAILY Bureau

LONDON, Nov. 28.—Following an announcement from Elizabeth Taylor's doctor that "having virtually recovered from her long drawn out virus infection she should now have a stay in warm climate for a few weeks," notices went out to all actors concerned in the 20th Century-Fox production of "Cleopatra" here. Earlier in the week Walter Wanger, producer of the film, issued notices to technicians working on the film.

Fox spokesmen here hope that filming will not be delayed for more than the "few weeks" called for by the doctor. Miss Taylor and her husband, Eddie Fisher, were scheduled to leave Paris for California today.

Fifer, Alterman Speak For Convention Planners

Russell Fifer, executive director of the National Association of Concessionaires, has been named moderator for two workshop sessions at the International Convention Planning Exposititon in Las Vegas, Nov. 29 through Dec. 1. This is the first convention for convention organizers. Fifer is a member of the advisory committee of the exposition.

Joseph Alterman, administrative secretary of Theatre Owners of America, is appearing on the Las Vegas program as a guest speaker on "Handling of Crowds."

Rusoff Vice President, Alta Vista Productions

From THE DAILY Bureau

HOLLYWOOD, Nov. 28. — Lou Rusoff, co-producer and writer of 22 pictures for American International Pictures, has been named vice-president in charge of production for Alta Vista Productions, it was announced today by owners James Nicholson and Samuel Arkoff. All Alta Vista productions are released through AIP.

Rusoff's appointment is effective immediately, with the preparation of "Take Me to Your Leader," which starts production in March, 1961.

'Land' for Fuller

HOLLYWOOD, Nov. 28. — "No Man's Land" will be Samuel Fuller's third production for his independent company, Globe Enterprises, under his Columbia Pictures contract. His second production for Columbia, "Underworld, U.S.A.," will be released in February.

Set 'Glory' Premiere

"Tunes of Glory," starring Alec Guinness and John Mills, will have its American premiere at the Little Carnegie Theatre here Dec. 20.

Lewis Unveil

(Continued from page 1)

club type residence for girls seeki film opportunities, was prefaced w a motion picture which showed da development during 39 days of c struction, lighting and set decorati

Feature highlights of the ent setting, which will save about a ha million dollars in costs on a $3,10 000 budget are a pre-set lighting s tem, and a battery of hidden mic phones which will dispense with t need for sound booms and will all for greater fluidity of camera mo ment. This will also relieve the pr lem of dubbing, Lewis pointed o

Another innovation is the use closed circuit tv monitors, with vidicon camera in parallex to the m tion picture camera to give "direct Lewis an opportunity to see the sh he wants and tape record rushes immediate playback.

Slated for His Next Film

Lewis indicated he would reva and utilize the set which is on bolted steel framework for his n production, as a means toward c ting costs. "We must utilize sets a not gouge the public for higher a missions in order to meet producti costs. The economic problem a production problem starts here Hollywood," Lewis stated.

"Producer" Lewis also sounded on current wave of films with u mitigated sex and violence and spo in defense of family type of fil "which prove themselves better b office attractions in the long run."

To Re-Model Mpls. Pa For Roadshow Policy

Special to THE DAILY

MINNEAPOLIS, Nov. 28.—Pla to make the RKO Pan Theatre, form RKO theatre recently added to t Mann Circuit here, a roadshow hou are now underway, with completi of refurbishing expected for the sche uled opening of "Spartacus" in mi February.

Present plans call for complete r vamping of the interior, installation 70mm equipment, new rocker-ty lounge seats and rows 32 inches apa Infra-red lights in the marquee winter will keep sidewalks warm ar dry. The theatre will also be r named.

Wright Here on Film

Tony Wright, European screen an stage star whose "The Amazing M Callaghan" will be released national early next year by Atlantis Films, a rives in New York from London toda for two weeks of publicity and promo tion on the picture. He will conf with Harold L. Spero, Atlantis ge eral sales manager, on plans for th picture.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecl Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-310 Cable address: "Quigpubco, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10



DEAR AMERICAN AIRLINES:
AS A MECHANICAL ENGINEER, I MUST SAY THAT YOUR 707 JET IS A MASTERPIECE OF DESIGN, COMBINING SPEED, POWER AND SIMPLICITY FOR MAXIMUM COMFORT. MY COMPLIMENTS TO YOU.
PAUL J. McCARTHY

UNSOLICITED IN-FLIGHT LETTER FROM MR. P. J. McCARTHY, GREAT NECK, N. Y.

Our 707 Jet Flagships, Mr. McCarthy, are another reason why American Airlines is first choice of experienced travelers. To date, American's 707's have carried more than 2,000,000 passengers—far more than have flown on any other jetliner. The 707 is the most experienced, most proven jet airliner flying anywhere today.

AMERICAN AIRLINES
America's Leading Airline

Thanksgiving

(Continued from page 1)

out of town. For the four-day period, "Butterfield 8," playing at the Capitol here, is reported to have grossed $64,000, while "Ben-Hur," at the State played to a box-office take of $34,000. The figure for "Butterfield 8" is said to be the largest for any MGM attraction at the Capitol since that company's "Guys and Dolls" in 1955.

'The Alamo' Strong

"The Alamo," playing at the Rivoli Theatre, is reported by United Artists to have netted $27,409, with Saturday the best day. The company's "Inherit the Wind," playing at the Astor Theatre, racked up $11,654 for the same period.

RKO Theatres, with "Esther and the King" playing at the Palace here, and "Let's Make Love," with Marilyn Monroe, showing at the neighborhood houses, did "better than average" business.

Grosses for "Girl of the Night" at the Criterion Theatre were moderately good, the management disclosed.

Paramount Theatres, with "Hell to Eternity" playing at the Brooklyn Paramount and "North to Alaska" at the Times Square house, reported business as somewhat better than usual for the period.

'Spartacus' Widely Popular

"Spartacus," the attraction at the DeMille Theatre here, is reported by Universal Pictures to have taken $30,500 for the period, a strong figure, with business out of town reported as equally good in six current roadshow engagements.

'CinderFella' Sets House Record At the Woods Theatre in Chicago

CHICACO, Nov. 28. — Jerry Lewis' "CinderFella" has set an all-time house record for a Paramount release at the Woods Theatre, Chicago, in the first five days of its world premiere engagement. A gross of $39,169 was registered in the five days ending Sunday. The figure tops the entire first week of Alfred Hitchcock's "Psycho" at the same theatre by almost $8,000.

Thomas E. Lucy Dies

ATLANTA, Nov. 28.—Funeral services were held here today for Thomas E. Lucy, 56, owner of Exhibitors Service Co, booking agency, who died at a local hospital. Formerly Atlanta manager for M-G-M, he suffered a heart attack two weeks ago at the Ceorgia Tech-Alabama football game. He is survived by his wife, his mother, a son and a brother.



UK Exhibitors Urged to Get Into CTV As Prelude to Pay-TV Connection

From THE DAILY Bureau

LONDON, Nov. 28.—The E.M.I. group staged a well-attended two-day demonstration of its community tv system this week to sell independent exhibitors, in particular, the idea that this could be their first move towards "cashing-in" on toll tv.

Addressing the 150 theatremen who had travelled from various parts of the British Isles to view E.M.I.'s equipment, D.I.C. Lodge of E.M.I. advocated the installation of this wired tv system to "ensure that exhibitors had a foot in the door" if and when toll tv is permitted here.

"I would advise you," he added, "to apply to your local authority for permission to erect a mast receiving aerial and operate this relay system in any given town. Quite honestly, I think you are many years late in being here. Instead of divorcing yourselves or trying to oppose tv as a competitor, I feel that events may prove it would have been much better if you had joined up with it."

Calls It 'Brother' to Cinema

"Tv-relay could become a 'brother' to the cinema but," he warned, it was no use postponing a decision or exhibitors would find themselves out on a limb. I am fully convinced this is going to happen — the fellow who controls networks will have the ace up his sleeve when it comes to toll-tv."

The E.M.I. equipment provides for as many as 13 channels including alternative channels for BBC (British Broadcasting Corporation) and ITA (Independent Television Authority) networks and VHF radio. Colour tv, both live and film, telecine equipment and a simple coin-in-the-slot box were also demonstrated.

Cost of the installation ranges between £5 ($14) to £10 ($28) which means for 2,500 houses a minimum outlay of £12,500 ($35,000). Until the advent of toll tv the "selling" points of tv-relay, it is stated, are quality reception — free from fading in fringe areas, "flutter" from aircraft, interference in built-up areas.

Cost Is a Factor

Questioned on the Telemeter operation, an E.M.I. spokesman said that Telemeter may have the answer but he was worried whether the man in the street would be prepared to pay five shillings (70 cents) or £1 ($2.80). "Conditions in England," he added, "are vastly different from those in North America."

He described Telemeter as a "most wonderful box and a most wonderful system but we believe this is rather expensive and we believe it is advisable to produce a device which will permit coin-in-the-slot operation done much more cheaply."

Recently E.M.I. Electronics concluded an agreement with Fairbanks Whitney, whereby the latter organisation will market most of the E.M.I. range of electronic equipment in the United States.

4-Day Holiday Weekend Business Strong in N.O.

Special to THE DAILY

NEW ORLEANS, Nov. 28.—Theatre business on the four-day Thanksgiving Day weekend here ranged from good to excellent, despite strong competition from the Shriners annual circus at the Auditorium, especially the "Circus Daddy" matinee, Thanksgiving Day, which benefited from distribution of 6,500 tickets made possible by donations received from Shriners and their friends for the benefit of oldsters, children and invalids.

Sports Hurt Grosses

Distribution of tickets was through parents clubs, boy and girl scout troops, churches and other groups, including those for orphan homes and hospitals. The Thanksgiving night show also cut into theatre business, as did all of the shows during the nine-day engagement. Also there was a 17,000 opening-day crowd at the races that jammed the Fair Crounds Thanksgiving afternoon and on Saturday afternoon 74,000 were at the LSU-Tulane football game here.

Managements of the Saenger, Loew's State, Tudor and Civic theatres reported that business was excellent. The RKO Orpheum and Joy described it as good.

Rank Theatres Zoned Into Seven Regions

From THE DAILY Bureau

LONDON, Nov. 28.—An important geographical readjustment of Rank theatres is announced by assistant managing director Kenneth Winckles.

The changes, which take effect Jan. 8, 1961, involve the reorganization of theatres into seven regions, as opposed to the present 10. Details are given by Winckles in a letter to all managers, in which he recalls the speech by John Davis, managing director of the Rank Organisation, to the 1957 Cinematograph Exhibitors' Association conference outlining the industry's need for rationalisation, and added that steps taken since then have necessitated the geographical readjustment of regions.

Regional Heads Named

Under the new plan, Rank theatres will be grouped into the following territories: Scotland and North Eastern England: regional controller, C. F. Booth; Northern England and North Wales: regional controller, R. G. Mason; Central England and Wrexham: regional controller, D. B. Williams; South West England and South Wales: regional controller, L. V. Crews; East Anglia, Home Counties and Northern London: regional controller, F. Bradley; South London and South East England: regional controller, W. A. Hockman, and West End (London): regional controller G. Conway.

TV Code Hea

(Continued from page 1)

ucts advertising are solved or are on their way to being solved, Harbower reported, but he wa broadcasters strongly against pote danger in film trailers and in the er feature films.

While broadcasters have and no control over what theatres ex in their own areas, he said, they be careful in accepting film clip mercials for use on the air. "Son this stuff in the past has been e tionally violent or overly sexy o best, quite suggestive," he said.

"Look these offerings over care," he told the broadcasters you can't do it yourself, be sure responsible staff member does. If are in doubt, ask your closest office for an opinion."

He also advised the broadcaste screen post-1948 feature films, of which have been released to vision. He added: "This is not to credit this material, for certainly great percentage of it is accept television fare, but, remember of it raised a few eyebrows whe was exhibited in theatres."

MGM Host

(Continued from page 1)

join the press junket, one of the gest ever undertaken for a motion ture premiere.

With the West Coast group wil three of the stars of "Cimarro Maria Schell, Anne Baxter and M cedes McCambridge.

Both groups are expected to ar in Oklahoma City at noon Wednesday. The premiere will held Thursday night.

Rank to Distribute

(Continued from page 1)

Western Hemisphere will be by Al Artists, in Spain by Filmayer, an Italy by D.E.A.R. Films.

Bronston, in signing the contr stated he expected delivery of Cid" for a London premiere in cember, 1961, adding the meth of split distribution is an experim he is trying which certainly is costly than a major company h dling worldwide distribution, and the same time guarantees speciali local handling. Bronston will ret to New York on Wednesday.

Eulogy by Skouras

(Continued from page 1)

place tomorrow at 11:30 a.m. in Church of Jesus Christ of Latter D Saints, 142 West 81st Street.

Mr. Harrison's family has request that in lieu of flowers, contributio be made to the Foster Parents Pl of New York.

Television Today

nmerce Dept. Sees German TV Market

From THE DAILY Bureau

ASHINGTON, Nov. 28. — When Germany's second television nel starts operations on Jan. 1, , three million consumers may to make a substantial investment der to take advantage of it, the rtment of Commerce reports. will open an immediate and sub- ial market for television acces- ; (including converters, tuners, nas, and related items).

e new channel is in the ultra frequency band, and about 65 ent of West German sets operate is range. It will take about four to adapt the remaining 35 per of West German sets.

ne Commerce Department esti- s that the cost of providing these ts with the requisite equipment range from $25 to $75 a set, ex- for those served by communal nas. Sets now in production are g equipped to receive the new rams at an additional cost of be- n $22.50 and $27.50 each, and will still require a UHF dipole nna.

Program Bulletin blication Is Lauded

levision stations in 12 cities were mended today by Louis Hausman, ctor of the Television Information e, for their joint efforts in pub- ng monthly program bulletins.

ausman spoke this morning at the conference of the National Associa- n of Broadcasters at the Biltmore el.

oint monthly schedules of informa- and educational programs are being published in Chicago; Nor- , Va.; Boston; Hartford-New en, Conn.; Houston, Tex.; Fort yne, Ind.; St. Louis; New Orleans; ianapolis; Los Angeles; San ncisco, and Dallas.

Wherever local broadcasters have perated with one another to pro- e such program listings," said asman, "they have been greeted h universal approval by business- n, teachers, clergymen, and other nion leaders."

Pointing to another example of co- ration among broadcasters, Haus- n discussed "Interaction," a report television public affairs program- ng at the community level pub- ed recently by the Television In- mation Office. The book describes l provides technical data about grams broadcast throughout the ited States.

orcoran in New Post

Charles E. Corcoran has been ap- inted director of NBC Television twork Operations, it was an- unced yesterday by William H. evarthen, vice-president, Operations d Engineering, National Broadcast- g Company. Corcoran, who has en manager, Video Tape, Film and nescope Operations for the NBC levision Network since March 11, 59, joined NBC in February, 1951, a television engineer.

Sees New Freedom for Broadcasting In Lessening of 'Archaic' Controls

A veteran broadcaster has predicted that the radio-television industry during the next decade will grow in freedom and influence, less hampered by "unnecessary and archaic" legislative and regulatory controls.

Clair R. McCollough, chairman of the policy committee of the National Association of Broadcasters, told an NAB Fall Conference at the Biltmore Hotel that legislators and regulators now place "a higher degree of faith" in the broadcasting industry.

McCollough, who also is president of the Steinman Stations, Lancaster, Pa., said this improvement in the broadcasters' lot stems in part from their fair and impartial handling of this year's political debates without any legislative restraints.

Hails FCC Trend

He said another bright spot — "a major breakthrough for broadcasting" if achieved — is the present inclination of the Federal Communications Commission to permit broadcasters to plan their overall programming on the basis of specific community needs rather than to offer programs according to fixed percentages.

Calling on broadcasters to act with "unusual initiative and vigor," both individually and together in the NAB, McCollough laid down these "touchstones for the future":

—"A determined, organized effort to bolster the economy through ethical advertising.

—"A dedication, within our capacities, to the cause of better education.

—"An awareness of our responsibility to inform, fully and fairly.

"—A comprehesion of the public interest in order that we may meet it in a climate of decision freely made.

—"And finally, a concerted, organized effort to portray our industry to the public for what it is and aspires to become."

McCollough said the future "most certainly will hold the broadcaster in even greater obligation to the American public." Broadcasters' success in meeting this obligation, he added, will depend in no small measure upon "the mutual and mature efforts broadcasters undertake together."

Sees 'Insistent Hunger'

"There has never been a more insistent hunger for understanding of great issues and there has never been a more powerful force for bringing about that understanding than free broadcasting," he continued.

McCollough also said broadcasters have a responsibility "to encourage young people to undertake broadcasting careers." He said this could be done through endowments, or through promotion of "wider and better educational facilities for our young people."

Finally, he said, broadcasting must improve its "public image . . . what we look like as an industry to those who are exposed to our product."

As for advertising, McCollough said, the stake of broadcasters and advertisers in the NAB Radio and Television Codes are inseparable. Their aim, he said, is to "develop patterns for the finest kind of advertising on radio and television — the selling, convincing kind of advertising — without sacrificing integrity or good taste and in full knowledge of the powerful impact of broadcasting on family life."

Interstate Offering Prize Cartoon Series

Lloyd Lind, general sales manager of Interstate Television Corporation, today announced the acquisition of two new international festival award-winning cartoon series, Snip and Snap, and Foo Foo, both created by Halas and Batchelor.

Both series represent new techniques in animation. The first, Snip and Snap, has been devised from a paper cut-out technique perfected by Halas and Batchelor and utilizes stop action photography to animate the cut-out characters. The second series, Foo Foo, introduces the cell-graph technique used exclusively by Halas and Batchelor. The technique permits the artist greater freedom of expression and eliminates the costly inking of cells method now in use.

Top Dogs, one of the 26 seven minute segments now available in the Snip and Snap series, won first prize in the children's film section of the 1960 International Film Festival at Venice.

Miami Station Begins Non-Network Status

Special to THE DAILY

MIAMI, Nov. 27.—A review of the old and a preview of its new program format, called "The Sound of Music," was broadcast this afternoon by WGBS, launching an entire overhauled, non-network operation.

From 12:30 to 4:30 the special program aired excerpts from local and network programs and their personalities for many years back. It was followed by a half-hour preview of what the station will sound like in the future.

WGBS completely revised its format after parting company with Columbia Broadcasting System. The CBS affiliation has been switched to WKAT at Miami Beach.

Urges TV Industry To Defend Rights

An official of the National Association of Broadcasters warned yesterday that the radio and television industry may have to fight to defend its right to editorialize.

Howard H. Bell, NAB vice-president for industry affairs, made the statement in a speech at the NAB Fall Conference session on "Broadcasters and Politics" at the Biltmore Hotel.

John Meagher Heard

Bell and John F. Meagher, NAB vice-president for radio, also urged broadcasters to establish wider contacts and "mutual understanding" among public officials at local, state and national levels as the best way to preserve their freedom to operate.

"Protection of your freedom," Bell said, "makes it possible for you to best serve the public interest — and the public's interest in its government."

He said more and more stations are exercising their right to editorialize a right which was affirmed by the Federal Communications Commission in 1949, and broadcasters now must combat "misconceptions" about the policy in some government circles.

Current Policy, He Says

The NAB official pointed out that broadcasters are free to express opinions in editorials so long as they "aid and encourage" opposing opinions by responsible people. He noted that this is the current policy of the FCC rather than a previous FCC position that broadcasters had an "affirmative duty to seek out" opposing opinions. Bell said this should encourage more broadcasters to editorialize.

At the same session Vincent T. Wasilewski, NAB vice-president for government affairs said that radio and television, unlike the press, never has been "painted with the brush of partisanship."

He also said many of the industry's problems stem from a fear among legislators that broadcasters will become as partisan as the press and not from anything individual stations and networks actually have done.

Legislation Reviewed

Wasilewski and two other NAB executives — Meagher, and Charles H. Tower, vice-president for television — reviewed legislation and government regulations which grew out of the congressional investigation of isolated cases of payola and rigged quiz shows.

Wasilewski said it was his personal opinion that "the legislation which resulted from the last Congress is 95 per cent acceptable, or even desirable" so far as broadcasting is concerned.

PEOPLE

Sperie P. Perakos, general manager of Perakos Theatre Associates, has inaugurated a series of four Tuesday opera film programs at the Elm Theatre, West Hartford, charging three dollars for a series ticket, or one dollar for a single performance. A full hour of concert music precedes the screening.

□

Roger H. Lewis, United Artists vice-president in charge of advertising, publicity and exploitation, was guest lecturer yesterday at the New School here yesterday. He spoke on "The Individual in Show Business."

□

Mrs. Charles Delgado, booker's clerk at the Minneapolis office of MGM, is resigning to give all her time to her home.

□

Sonny Shepherd, vice-president of Wometco Enterprises, Miami, has been elected to the Legion of Honor of the Kiwanis organization. It's an honor accorded him for his 25 years of service to Kiwanis.

□

Mary Kelly, assistant manager at the Stanley-Warner State, Manchester, Conn., has been promoted to a similar post at the S-W deluxe Strand, Hartford.

□

Robert Tyminski, student assistant manager, Loew's Poli, Springfield, Mass., has resigned to become assistant manager of the Arcade Theatre, of that city.

William Finkel, Pioneer Pitt. Showman, Is Dead

Special to THE DAILY

PITTSBURGH, Nov. 28.—Funeral services were held here last week for William Finkel, pioneer exhibitor, who died Wednesday. He operated the Arcade and Colonial Theatres before retiring several years ago to Saratoga, Fla. He returned to Pittsburgh a few years ago and at the time of his death was assistant to the president of radio station WEDO, McKeesport, Pa.

Finkel, a past chief barker of Variety Club, Tent Number One, was a graduate of Carnegie Tech in 1913. His wife, Esther, survives; also two daughters, and a son, Robert S. Finkel, director of the Dinah Shore tv show in Hollywood; and two brothers, A. F. and Morris, the latter also a film exhibitor

'Hiroshima' Moveover

After 27 weeks, a record for any foreign language films at the Fine Arts Theatre here, Zenith International's "Hiroshima Mon Amour" has moved over to the Art Theatre for an indefinite run.

The Grass Is Greener

CONTINUED FROM PAGE 1

is the kind of picture they will talk about for long and often, and will be urging others to see, the while.

If these bare highlights don't add up to long runs and strong box office, then the remainder of the picture's assets, and they are many, do.

Grant and Miss Kerr are a happily married couple, parents of two youngsters. Their family manse has been opened to tourists at a half crown each to scan certain public rooms. It should be mentioned at this point that art director Paul Sheriff and set director Vernon Dixon, with Felix Harbord's consultation, have provided sets of such attractiveness and taste that theatre audiences will be as captivated by what they see as any tourist possibly could be.

Into this happy family circle from among a sightseeing group, and by way of a door marked Private that gave onto a family room occupied by Miss Kerr, comes Mitchum, an American oil millionaire, divorced and on the hunt for something where the grass is greener. He is greatly smitten, as they say, by the lady of the manse, and the brief encounter not only is enough to arouse Miss Kerr's interest to the point where she arranges a needless visit to her London hairdresser but also leaves her in such a tizzy that Grant immediately recognizes the symptoms as of romantic origin, and begins to plan his counter-campaign to avert divorce and keep his marriage on the same satisfactory romantic basis that it had been before.

After several days in London, during which Miss Kerr has surrendered to Mitchum's blandishments, and Grant has been informed of most of the details by Miss Simmons, a pert and amorous friend of the family who ran out to him from London on learning that he was alone in the country manse, Grant phones Mitchum and invites him to spend a weekend at the country estate. He adds that his wife is in London (she is at Mitchum's side when the call is put through) and asks him to drive her out with him.

On the return to the country estate, Grant puts his campaign in motion, the highlight of which is a revolver duel in which Grant receives a flesh wound administered by his butler, Moray Watson, after Mitchum has deliberately missed. In the ensuing excitement, Miss Kerr becomes convinced that the Mitchum grass wasn't any greener, after all; while Mitchum and Miss Simmons discover each other while on a late night hunt for a doctor for the wounded Grant.

Bright and brittle dialogue marks the screenplay by Hugh and Margaret Williams, based on their London stage play of the same title. Donen directed for pointed humor in an atmosphere of sophistication. There is some incidental music by Noel Coward and there is a considerable amount of eye-catching feminine wear, Miss Kerr's by Hardy Amies, and Miss Simmons' by Christian Dior, all guaranteed to add to the enjoyment of the ladies in the audiences.

Title frames designed by Maurice Binder are deserving of special mention. Comprised of shots of unusually personable and well adapted infants, dressed and undressed, they not only illustrate credit lines in a fresh, original and highly amusing manner, but also serve to put the audience in the best possible frame of mind for enjoying an enjoyable motion picture.

All these assets, as you will see, are destined to make busy places of theatre box offices in the months ahead.

Running time, 105 minutes. Release, in December.

SHERWIN KANE

Reopen Pitt. Theatre

PITTSBURGH, Nov. 28. — The Melrose Theatre in the Carrick section of Pittsburgh, a 1,000-seat house, which had been shuttered for seven years, re-opened last Thursday under the supervision of the Warren Drive-In Corp.

'Exodus' Pitt. Booking

PITTSBURGH, Nov. 28. — "Exodus" has been booked into the Warner Theatre here on a roadshow basis. It will follow "Alamo," which begins a continuous run showing at the Warner on Dec. 23.

'Archie' Starts Dec. 5

HOLLYWOOD, Nov. 28.—Cameras will roll Dec. 5 at Republic Studios when Mark VII Productions begins work on a new United Artists comedy, "The Last Time I Saw Archie." Robert Mitchum, Jack Webb, Martha Hyer and France Nuyen will star in the William Bowers screenplay of an Air Force Academy story.

Webb will produce and direct the picture, which is being jointly produced by Mark VII, Manzanita Productions, and Talbot Productions. Webb, Bowers and Mitchum are respective principals in each of the producing companies.

U.A. Film Hailed at Acapulco Film Fete

Special to THE DAILY

ACAPULCO, Mexico, Nov. 28. Stanley Kramer's "Inherit the Wi was enthusiastically received by capacity audience at the Third Wo Review of Film Festivals in Acapul Mexico, at the weekend. The film one of United Artists' unprecedent five entries at the event.

The presentation of "Inherit t Wind" was preceded by an Americ film industry reception for Mexic government officials and foreign c legation honoring Eric Johnston, M tion Picture Association of Ameri president; Jack Lemmon, star of "T Apartment," which is another of U entries, and Jack Kruschen, who a appears in "The Apartment."

Following the screening, festiv authorities transported the Americ contingent and costumed local bea ties via horse-and-buggy to an ope air celebration.

Robertson to Pen Them For CAIR Benefit Her

Milton Robertson, director of sp cial events for WOR, will write dramatic presentation for the 19 "Health for Peace" dinner, it was a nounced by Maxwell Rabb, chairm

The dinner will be held Dec. 14 the Starlight Roof of the Hotel W dorf-Astoria on behalf of the Ch dren's Asthma Institute for Resear and will honor Louis Nizer, prom nent New York attorney and auth The dramatic presentation will featu Mike Wallace and two other top n theatrical personalities, to be a nounced later.

Youngstein Is Chairman

Max E. Youngstein, United Artis vice-president, is honorary chairm of the dinner. Youngstein has been leader and founder of the Institu and is a member of its national boa of trustees.

Nizer is being cited both for l pioneer scientific endeavors on beh of the Institute and his work in su port of the health for peace ideal. T theme of the dinner has been tak from a statement by Nizer, "If on the peoples of the world will work t gether for health—they will live t gether in peace."

British Film Selected For Argentine Festival

From THE DAILY Bureau

LONDON, Nov. 28.—The Woo fall production "Saturday Night a Sunday Morning," produced by Har Saltzman and Tony Richardson, h been selected by a joint committee members of the British Film Produ ers Association and the Federati of British Film Makers as the offici British entry at the Mar del Pla festival from Jan. 8-17.

Directed by Karel Reisz, the fil stars Albert Finney, Shirley An Field, Rachel Roberts and Hylda Ba er. Distribution is through Bryanst in association with British Lion.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

88, NO. 103 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 30, 1960 TEN CENTS

...gest Deal'

...0 Post-'48 ...l. Films to ...BS Stations

...een Gems Leases Pack ... 275 to Five Outlets

By JAMES D. IVERS

...een Gems, television subsidiary ...olumbia Pictures, has leased a ... of 200 post-1948 Columbia ...es to each of the five owned ...perated Columbia Broadcasting ...n television stations, it was an...ed yesterday.

...e deal, explained at a press con...ce presided over by Jerome ...us, vice-president and general ...ger of Screen Gems, and Paul ...us, vice-president of Columbia ...es, actually includes 275 feature ...es, the remaining 75 being a ... of important pre-1948 Univer...ternational releases, the distri...

(*Continued on page 9*)

... Meeting Delayed; 'Gems' Spin-Off

...e annual stockholders meeting of ...mbia Pictures Corporation which ...been scheduled for Dec. 27 will ...eld instead on Jan. 17 at the ...any's home office, it was an...ced yesterday. Stockholders of ...d on Dec. 20 will be eligible to ... instead of the previous record ... of Nov. 29.

...though the company announce... gave no reason for the post...ment, rumors spread in Wall ...t Monday and yesterday that

(*Continued on page 2*)

...M Board Declares ...idend of 40 Cents

... regular quarterly dividend of 40 ... per share, payable on Jan. 13, ... to stockholders of record Dec. ... 1960, was declared yesterday by ...board of directors of Metro-Gold...-Mayer, Inc.

...is is the second dividend pay...

(*Continued on page 2*)

...EVISION TODAY — p. 10

Fox 39 Week Net $3,732,729

Twentieth Century-Fox Film Corporation yesterday reported consolidated earnings of $3,732,729 for the 39 weeks ended Sept. 24, 1960. No earnings from the studio land sale contract are included in this figure. This amounted to $1.57 per share on the 2,383,286 shares of common stock in the hands of the public, as compared with earnings for the 39

(*Continued on page 9*)

Johnston Anniversary Dinner April 10, Here

The dinner being sponsored by the Council of Motion Picture Organizations in observance of Eric Johnston's 15th anniversary as president of the Motion Picture Association of America will be held April 10 in the Grand ballroom of the Waldorf - Astoria Hotel here, it was announced yesterday by Russell Downing, chairman of the general dinner committee.



Eric Johnston

The announcement followed a meeting of the dinner's arrangements committee in Downing's office. Further preliminary plans for the affair were discussed by the committee, which consists of Mort Sunshine,

(*Continued on page 4*)

Charges 'Bold' Departure from Moral Standards

Bishops Ask Protest Vs. Offensive Films

Catholic Group Calls for Reform Of 'Presently Ineffective' PCA

From THE DAILY Bureau

WASHINGTON, Nov. 29.—A Catholic bishops' committee charged today that Hollywood in the past year had made a "bold and unprecedented departure" from previously accepted moral standards in motion pictures.

The bishops urged a "national protest" by Catholics in view of the "National crisis" created by objectionable films, and called for reform of the "presently ineffective" Hollywood Production Code administration.



Msgr. T. F. Little

The prelates cited figures of the Legion of Decency, the Catholic organization which morally evaluates films, showing that objectionable films

(*Continued on page 4*)

MPAA Disagrees with Bishops' Film Views

From THE DAILY Bureau

WASHINGTON, Nov. 29. — The Motion Picture Association of America today took exception to the Catholic Bishops Committee's conclusion based on the annual report of the Legion of Decency.

The MPAA statement said:

"We do not agree that Hollywood has made a 'bold and unprecedented' departure from previously accepted

(*Continued on page 4*)

20th-Fox Sets Four Releases for December

20th Century-Fox will release four CinemaScope-De Luxe Color attractions in December, the company announced yesterday. They are: "Esther and the King"; "Flaming Star," which will be the Christmas attraction at the Paramount Theatre; "The Wizard of Baghdad," and "Legions of the Nile."

Disney Loss for '60 Put at $1,350,000

From THE DAILY Bureau

LOS ANGELES, Nov. 29. — Walt Disney Productions expects to report a net loss of about $1,350,000 for the fiscal year ended Oct. 1, 1960, Roy D. Disney, president, said in a letter to stockholders.

The loss, the letter explained, resulted from writing down the value

(*Continued on page 2*)

Says Transistorized Cinerama Sound System Achieves New Fidelity Level

By SIDNEY RECHETNIK

An "important new movement in the history of Cinerama"—the development of a completely transistorized Cinerama sound system and the accompanying "added plus" of a "new sound" that is "different in manner and better than anything ever heard before," was announced yesterday by Nicolas Reisini, president of Cinerama, Inc.

Reisini, who spoke at a press luncheon at the Savoy-Hilton Hotel here, said that the aim of Cinerama when it was introduced in 1952 was to "bring to the human being a sound as near as possible to nature." The company has never rested on its achieved success of eight years ago, but continued its experiments to produce a better sound system, claimed Reisini.

The Cinerama head likened the ef-

(*Continued on page 3*)

Para. Studio Sets Mark For a Holiday Season

From THE DAILY Bureau

HOLLYWOOD, Nov. 29. — The Paramount studio has reached its heaviest holiday-season production peak in recent company history, with a total of six feature films before the cameras and a seventh to roll on Dec. 12. With the start of filming on

(*Continued on page 3*)

PERSONAL MENTION

MARTIN RACKIN, executive in charge of production at the Paramount studio, has returned to Hollywood from New York.

•

BOB GOODFRIED, Columbia Pictures studio publicity manager, has returned to Hollywood from Tokyo, where he spent 10 days coordinating the advertising and publicity campaign for the Asian premiere of "Pepe."

•

LEX BENTON and W. B. LANGSTON, of Benton Bros. Film Express and Film Forwarding Co., Atlanta, have returned there from New York.

•

ARTHUR FREED, producer, and MRS. FREED have arrived in New York from the Coast.

•

MELVIN A. BROWN, operator of the Peachtree Art Theatre, Atlanta, has returned there from Elizabeth, N. J., where he attended the funeral of his father.

•

MILTON YOUNG, Columbia Pictures exploitation representative in the Philadelphia area, has become a grandfather for the second time, with the birth of a son to his daughter, MRS. MILTON GOLDENTYER.

•

JOHN HOUSEMAN, producer-director-writer, has arrived in New York from the Coast.

•

FRANK and MAURICE KING, producers, have arrived in New York from Hollywood.

•

J. H. THOMPSON, president of Martin & Thompson Theatres and head of Georgia Theatre Owners, has returned to Hawkinsville, Ga., from Atlanta.

•

RICHARD D. ZANUCK has arrived in New York from Hollywood.



MGM's Board

(*Continued from page* 1)

ment on the new basis of 40 cents per share per quarter. The first payment at the increased rate was made on Oct. 14.

Four quarterly dividends at the rate of 30 cents were paid after the resumption of dividend payments in October, 1959.

Tri-State Refreshments Operates As ABC Branch

Special to THE DAILY

ALBANY, Nov. 29.—Tri-State Refreshments, Inc., has been formed to operate as a branch of ABC Vending Company. It continues the activities formerly conducted by Tri-State Automatic Candy Corporation, in which ABC recently acquired a 100 per cent interest. ABC formerly held a 50 per cent interest in Tri-State, which maintains headquarters in Buffalo.

Berman Officer, Director

Mel Berman, who headed the candy-concession corporation, is now a vice-president and director of ABC. He also guides Tri-State Refreshments. In the new setup, Berlo Vending's operations here were merged with Tri-State's. A single manager, George H. Schenck, was given direction of both.

Two theatre towns, Catskill and Rosendale (near Kingston), have been added to the Albany territory. They formerly were serviced from New York.

Disney Loss

(*Continued from page* 1)

of the company's film library against its income account by nearly $5,000,000. The write-offs cover all product in process or now in release, completed films having already been fully amortized.

Disney said that before the write-downs the company would have shown a profit of $1,100,000 for the year.

The company is filing for a tax refund which will return approximately $1,600,000 in cash, Disney said.

Sees 'Softened' Market

The write-down decision, the letter said, was influenced by "a general softening in the theatrical motion picture market in most countries," and by a "considerable leaning on the part of the public towards pictures involving violence, sex, and other such subjects."

Disney added: "Our last year's product was a good line-up of pictures, but it disappointed us in its performance at the box office. For example 'Pollyanna' returned a fair profit but not nearly what we expected."

TENT TALK

Variety Club News

DETROIT—Variety Club of Detroit, Tent No. 5 has inaugurated a campaign to populate the club's headquarters each day from 5 P.M. onward. Each day, from now until Christmas, seven barkers and barkerettes have been assigned to act as hostesses and hosts at Merry Monday, Tipsy Tuesday, Wobbly Wednesday, Thirsty Thursday or Fractured Friday.

Para. Sees 'G.I. Blues' Heading for Record

Current indications are that "G.I. Blues," Elvis Presley starrer, will run well ahead of Presley's previous record grosser for Hal Wallis, "Loving You," which has registered approximately $3,500,000 domestically, Paramount Pictures, the distributor, said yesterday.

Typical of the "G.I. Blues" grosses are: $26,428, first five days, Metropolitan Theatre, Boston; $11,743, first five days, Stanley, Pittsburgh; $9,209, first five days, Paramount, New Haven; $21,157, first five days, Ambassador and Metropolitan, Washington; $8,159, first four days, Strand, Lowell, Mass.; $8,623, first five days, Brockton, Brockton, Mass.; $7,286, first five days, State, Waterbury, Conn.

Also, $16,538, first five days, Towne, Milwaukee; $16,683, first five days, Orpheum, Minneapolis; $4,342, opening day, Utah, Salt Lake City; $7,676, first two days, Majestic, Dallas; $3,659, first two days, Oklahoma City; $4,433, opening day, Paramount, Kansas City; $7,719, first two days, St. Louis, St. Louis; $3,983, opening day, Omaha, Omaha; $10,668, first three days, Denver, Denver.

'Journey' to Open Dec. 7

American International Pictures' "Journey to the Lost City" on Dec. 7 will open a multiple first run engagement in the New York metropolitan area. The film is booked for the RKO circuit, Skouras, Century, Randforce, Brandt and other neighborhood theatres. Continental's "Michael Strogoff" will be the co-feature.

$18,531 for 'Rovere'

Roberto Rosselini's "General della Rovere," which opened on Nov. 21 at the Paris Theatre here, has registered a first week gross of $18,531, it has been reported by Continental Distributing, Inc., which stated that the figure tops the first-week gross of any Italian film which has played at the Paris.

Columbia Me

(*Continued from page* 1)

Columbia stockholders would b given rights to subscribe to Sc Gems stock, now wholly held by lumbia. Such a "spin-off" was dicated by Abe Schneider, pres of Columbia, last summer, an said now to be in work.

A story in yesterday's "New Times" said one right would issued for each five or six shar Columbia stock and that the scription price for one share of Screen Gems stock would be e $10 or $11.

Columbia Sales Head To Meet Fri. on 'Pep

A top-level sales meeting of lumbia Pictures' distribution ex tives on "Pepe" has been set Friday, it was announced yeste by Rube Jackter, vice-president general sales manager.

Representing the home office at meeting will be Jackter, Milt G man, assistant general sales m ager; Jerome Safron, "Pepe" coordinator; Vincent M. Borrelli, coordinator; Martin Kutner, sales ecutive; Joseph Freiberg, admini tive assistant to the general manager; and Dan Rothenberg, sistant to Safron.

Regional Heads to Attend

Division managers present will clude R. J. Ingram, Southeast; H Rogovin, New England; Ben Lo Chicago; Jack Judd, Southwest; Shalit, Central; Ben Marcus, Midw Norman Jackter, Southern Califo and Rocky Mountains; Harry Wei Eastern Pennsylvania and Soutl New Jersey; L. E. Tillman, North Sam Galanty, Mideast; and Nat C New York.

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ert Cohn the Chairman Producers Guild Dinner

From THE DAILY Bureau

OLLYWOOD, Nov. 29. — Robert n today was named chairman of Screen Producers Guild's Mile- e Award Dinner, by President ter Mirisch.

he dinner will be held, March 5, ne grand ballroom of the Beverly on Hotel, and will honor Adolph or chairman of the board of mount Pictures.

ara. Studio

(*Continued from page* 1)

y Lewis' "The Ladies' Man," and ow-Shepherd's "Love in a Gold- Bowl," Paramount's sound stages e jammed with five pictures shoot- on the lot and one in Africa.

Current production will be aug- nted in two weeks by the opening production on Hal Wallis' "Sum- r and Smoke," starring Laurence rvey and Geraldine Page, with er Glenville directing.

ncluded in the heavy shooting edule are Perlberg-Seaton's "The asure of His Company," "On the uble," a Dena and Capri Pro- ctions comedy starring Danny Kaye l "Breakfast at Tiffany's," Jurow- epherd production.

Concluding the record production sh is Howard Hawks' "Hatari," w filming in Tanganyika, Africa, th John Wayne in the starring role.

Village of Damned' et for Saturation

Following its highly sucessful satu- tion in the Ohio-Indiana-Kentucky- est Virginia area last month, "Vil- ge of the Damned" has been set for ur area saturations early in Decem- r, it was announced today by bert Mochrie, Metro - Goldwyn- ayer's general sales manager.

Sixty Los Angeles area theatres and) New York theatres will open the usual science-fiction release Dec. 7. That same week, between 175 and)0 theatres in the area centered ound Charlotte, N. C., will open as ill another 190 in Texas.

Two Reopen in Michigan

DETROIT, Nov. 29. — The Kent heatre, Cedar Springs, Mich., has een reopened by its owner, Dale ranks. At the same time, the Kears- y Theatre, Flint, has been taken ver and re-lighted by a new leasing rganization headed by George Daly s president and manager. Both ouses are serviced by Clark Theatre ervice of this city.

Fire in Nebraska House

SCOTTSBLUFF Nebr., Nov. 29.— he Biggers Drive-in Theatre, owned y Floyd Biggers, suffered $4,000 lamage recently when a fire de- troyed the concession stand. The ad- oining plant and projection units vere not affected.

New Cinerama Sound System

(*Continued from page* 1)

fect of the "new sound" of Cinerama on the motion picture industry to what jet engines did to commercial aviation. He paid special tribute to Dr. D. G. C. Hare, head of the Grass Valley Group of California, for developing "the finest reproduction of sound ever attained" with the new transistor sound system.

"I do not talk of things in the promotional stage," said Reisini, "but of something already accomplished." He announced that the new Cinerama sound system will be introduced to the public in Denver this coming January in a theatre now under construction and being built as the first in this country to meet the specific demands of Cinerama. The house is the Cooper Theatre in the Colorado capital.

Reisini also announced that Cinerama, Inc., has placed the largest single order ever given for motion picture theatre equipment. Totalling more than $2,250,000, the deal will provide 70 complete Cinerama theatre installations, to be ready in eight months.

So sure is he of the results of the new Cinerama sound, said Reisini, that he is investing 25 per cent of his own money in the new structure.

The Cinerama executive then introduced Wentworth D. Fling, the company's vice-president in charge of Technical Development and Research, who spoke of the three main objectives accomplished by Cinerama's new sound system. They are:

1. Provides a greater savings in terms of space and weight over the previous bulkier sound systems, which will mean lower transportation costs to Cinerama installations all over the world.

2. Reduces to a minimum the amount of power loss ordinarily dissipated by the vacuum tubes, and also reduces maintenance and increases reliability.

3. A vastly improved audio system. The equipment uses no transformers and is capable of handling high peak power levels without overloading.

The "heart of the system," explained Fling, is the all-transistor power amplifier which will deliver the same total audio power to the theatre speakers (about 450 watts) as was previously realized from the vacuum tube amplifiers.

Dr. Hare Introduced

Fling introduced Dr. Hare, who claimed that "we have a tremendous satisfaction in what we have done in achieving the original objective of a compact sound system, and at the same time effecting a vastly improved sound."

Reisini said that in addition to using the "new sound" with Cinerama's regular pictures, five in all, it will be used in forthcoming Cinerama productions. He said the new sound will be used in the forthcoming Cinerama co-production with Metro-Goldwyn-Mayer, with details to be announced jontly a a later date.

Major Prods. Acquires 'Maciste' for '61 Release

Samuel Schneider, recently returned to New York from Rome, announced the acquisition by his Major Productions of "Maciste the Giant," in EastmanColor and TotalScope, starring Mark Forest and Chelo Alonso, for distribution in the United States and other English-speaking countries. Picture, now being scored, is expected to be ready for release, in the early part of next year.

Arrigo Colombo and George Papi of Jolly Film, who made the deal with Schneider in Rome, are in New York to finalize the details for Major's distribution of "Maciste." Colombo announced that Jolly Film's next production will be "Joseph and His Brethren," a Biblical spectacle which is now shoooting in Italy under the direction of Irving Rapper. It will be followed by "The Great Captain," also a large-scale motion picture.

Dixie Unit Reopening

JACKSONVILLE, Nov. 29. — The local Atlantic Drive-in Theatre, a unit of the Dixie Drive-in circuit, which lost its screen tower the night of Nov. 8 in a spectacular fire, is scheduled to reopen on Dec. 6, exactly 20 years from the day it presented its first program. The new screen is an all-steel, CinemaScope-type unit.

50 Cinerama Theatres to Get New Speaker Systems

As part of a national expansion program, Cinerama, Inc., has purchased 650 Altec Lansing speaker systems to be installed in 50 new Cinerama theatres, Altec president Alvis A. Ward reported this week. Each theatre will house a set of 13 speaker systems. Total cost of the equipment is approximately $200,000.

Sidney Reams of Atlanta

ATLANTA, Nov. 29. — Sidney R. Reams, Atlanta businessman and civic leader, died at his home here. Born in Terrell, Tex., Reams came to Atlanta in 1926 and began the Theatrical Printing Co. and the Poster Exchange, which he sold in 1942. He then became associated with Republic Pictures until he retired following a heart attack six years ago. He was a member of the board of directors of the local Variety Club. Surviving are his wife; two daughters; a son; a sister and a brother.

Rites for Mrs. Simms

ROCHESTER, N. Y., Nov. 29. — Services have been held here for Mrs. Al (June) Simms, wife of American International Records' general manager, who died Saturday. Also surviving are daughter, singer Lu Ann Simms, and two sons.

'Cimarron' Bow in Okla. Tomorrow

Special to THE DAILY

OKLAHOMA CITY, Nov. 29.— Glenn Ford left Paris Monday en route here, where he will top the list of stars at the world premiere of "Cimarron" Thursday night. He has been in Paris filming "Four Horsemen of the Apocalypse" and M-G-M adjusted the shooting schedule so that he could be in Oklahoma for the "Cimarron" premiere. He will join co-stars Maria Schell, Anne Baxter and Mercedes McCambridge.

Tomorrow morning planeloads of press and stars will leave from New York and Los Angeles, scheduled to arrive here at noontime. The internation press contingent will be met by city and state dignitaries, Indians in full regalia, and a massive group of colorful high school bands.

A procession, consisting of 21 white Cadillac convertibles, will bring the visitors to their hotel where the "Cimarron" premiere schedule will begin.

First event will be a cocktail party and buffet, at which the press, radio and tv will get their first opportunity to meet the stars. Next will be a welcome dinner, sponsored by the Senior Chamber of Commerce. Following, will be the "Cimarron Ball," sponsored by the Junior Chamber of Commerce.

Sardou Heads Ad-Pub. For U.A. in Europe

Roger V. Sardou has been named United Artists' director of advertising, publicity and exploitation for Continental Europe and the Middle East, Arnold M. Picker, vice-president in charge of foreign distribution, announced yesterday.

Sardou, who will make his headquarters at the company's offices in Paris, succeeds Giulio Ascarelli, resigned.

He served variously as drama, radio, film editor and editor-in-chief for important French newspapers and magazines. His association with the film industry started in 1945 when he was named assistant publicity manager in France for Metro-Goldwyn-Mayer. Subsequently he held the posts of publicity manager for Selznick Films from 1947-'49 and of advetrising-publicity director for Continental Europe and the Middle East with Columbia Pictures during the years from 1950-'57.

Hunter Theatre Opened

ALBANY, N. Y., Nov. 29.—Morris and Raphael Klein, who conduct four drive-ins and a conventional theatre, have opened the latter—the Hunter in Hunter—for three weekends during the hunting season. The 295-seater, normally a summer situation, was lighted for three days the first weekend; five—Wednesday through Friday, the second (a holiday) week. It will be operated Friday through Sunday this week.

PEOPLE

Benjamin Sherman, chairman of the board, ABC Vending Corp., will receive the 1960 Human Relations Award given by the amusement industry in behalf of the Joint Defense Appeal. Presentation will be made at a dinner to be held at the Waldorf-Astoria here on Dec. 12.

□

June Faircloth, booker for the Lake Forest Drive-in Theatre, Jacksonville, has been honored by the local chapter of Women of the Motion Picture Industry as Florida's "WOMPI of the Year" for her outstanding work in helping the organization to win a $100 first prize from radio station WMBR for community club efforts exceeding those of 29 other local women's non-profit organizations.

□

Mannie A. Brown, formerly manager of the Buffalo exchange of Paramount and more recently a booker and distributor in the area, has taken over distribution of Citation Pictures in the Buffalo and Albany territories under the title of Mannie A. Brown and Associates.

Johnston Dinner

(*Continued from page* 1)

Al Floersheimer, C. Elmer Nolte, Jr., of Baltimore, Martin Quigley, Jr., D. John Phillips, Kenneth Clark and Charles E. McCarthy, with Downing chairman. Herman Schleier and Charles Hacker were added to the committee.

It is expected that high officials of the Federal government, the States of California and New York, and the cities of Los Angeles and New York will be present, in addition to leaders of the motion picture industry from all over the country, Hollywood personalities and representatives of civic groups interested in motion pictures.

$150,000 Remodelling Set for Texas House

Special to THE DAILY

EL PASO, Nov. 29.—Trans-Texas Theatres has announced plans to remodel the Ellanay theatre here at a reported cost of about $150,000. Earl Podolnick, president of the circuit, which has its headquarters in Dallas, said that the theatre will be closed for remodeling in January and be opened about Feb. 1 as the Capri.

Plans call for complete modernization of the front and interior, and installation of new projection equipment, seating and furnishings. The new seating plan, in providing more liberal row spacing and better visual relation to the screen, will reduce the capacity from 900 to 800. A larger screen will be installed.

The Ellanay was built in 1919 and remodeled about 20 years ago. Trans-Texas acquired it in 1954.

Bishops Ask Protest Vs. Offensive Film

(*Continued from page* 1)

jumped from 14.59 per cent of total Hollywood production in 1959 to 24.33 per cent in 1960. Monsignor Thomas F. Little is executive secretary of the Legion of Decency.

Of "deeper concern," the bishops said, was a change in type of objectionable films from "cheap and tawdry teenage social dramas" and "sensational exploitation films" in 1959 to "major Hollywood quality productions" in 1960.

Five Prelates Sign

The call for action was made in a statement of the Episcopal Committee for Motion Pictures, Radio and Television. It was signed by Bishops James McNulty of Paterson, N.J.; John King Mussio of Steubenville, Ohio; Lawrence J. Shehan of Bridgeport, Conn.; James V. Casey of Lincoln, Nebr.; and Aldan J. Bell, auxiliary to James Francis Cardinal McIntyre of Los Angeles.

The statement was issued in anticipation of Sunday, December 11, when an opportunity will be given to Catholics in all churches in the United States to take the Legion of Decency pledge. The pledge is a promise to promote "morally and artistically" good motion picture entertainment, and to deny patronage to "indecent, immoral and unwholesome" pictures.

'Re-examination' Urged

The bishops called upon motion picture leaders and administrators of the Production Code to "re-examine their responsibility to the American people" and especially to youth, "the principal audience for Hollywood films."

"The clamoring shibboleth about 'freedom of expression' will no longer satisfy a public which has lost confidence in the self regulation of a Code which has been compromised and rendered inoperative by the connivance of commercial-minded sycophants," the prelates stated.

It was "the explicity stated Catholic preference" the bishops said, recalling the 1957 statement of the U.S. Catholic bishops on Censorship, that regulation be accomplished by the industry itself with mimimal legal controls.

"Legislative restrictions either by the municipal or state or federal governments will not be demanded by the public if the industry sets its own house in order," they stated.

Four Suggestions Made

The bishops set forth four recommendations:

That "some system" be devised "to safeguard young and impressionable minds from that subject matter and treatment in films which they are not yet mature enough to assimilate. A system of self-classification of films by the industry cannot be lightly disregarded."

That adult oriented production—"a necessary maturation of the motion picture medium"—"conform to the spirit of the production code."

That the industry effect "a radical reformation of its excesses in exploiting films. Particularly reprehensible are not only many of the usual posters and ads but also the tra ("coming attractions") shown in t tres."

That exhibitors limit program films bearing the seal of approv the Production Code authority.

The bishops asked pastors, pri and educators to instruct their pe on the meaning of the annual pl of the Legion of Decency to pro only morally and artistically films, and also to convince then the necessity of consulting Le ratings.

No Films Identified

The bishops did not mention films by name. In its annual re to the bishops early this month Legion cited the following films:

"Adultery," the Legion said, glamorized in 'Beloved Infidel' 'Strangers When We Meet.' The ceptability of free love is the un lying philosophy of 'Five Bran Women,' 'Wild River,' and 'Rat Ra

" 'Happy Anniversary' makes a did joke of premarital relation through the eyes and ears of child 'From the Terrace' not only acc divorce and remarriage but in its velopment is one long emotional gument for and rationalization of same.

Sees Religion Compromised

"The Christian religion is serio compromised by the sensationalism 'Elmer Gantry.' Pornographic sad characterizes 'Psycho.' Perversion ters into the thematic developmen 'Suddenly, Last Summer,' and 'De in the Dust'."

The Legion noted a rising influe of independent American film ductions, made outside the Prod tion Code's authority, and also foreign films.

"If the Production Code fails take hold of this type of exhibitio the Legion report said, "then the ganized industry must honestly form the American public that its gan of self-regulation is not adequ to the situation."

MPA Answers Bishops' Views

(*Continued from page* 1)

moral standards. We do not agree that 'objectionable films' have created a 'national crisis.' We do not agree that the Production Code Administration is 'presently ineffective.' The facts do not support any such conclusions.

"We are, of course, concerned over the Legion's annual report, as we are every year. The ratings of such organizations are useful to both the industry and the public.

Legion Statement Cited

"And we are most gratified that even the stringent standards of the Legion, which include religious precepts as well as moral considerations, find that three of every four Hollywood films made in the past year were rated acceptable, that two-thirds of the acceptable films were considered suitable for young people, and that not one American film was condemned.

"Hollywood film production has for some time been in a process of evolution—a process which the Bishops' statement refers to as 'adult oriented production, a necessary maturation of the motion picture medium.' That evolution has bought a broadening in the subject matter of films, a change which was dictated by the American audience.

"There has not been, however, a change in the moral standards under which the subject matter is treated, and we disagree with the Legion's analysis of a number of films specifically mentioned in the annual report.

"The Code Administration has met effectively the increased problems resulting from the change in subject matter, and the spirit of the Code continues to be maintained."

'Gulliver' Here Dec. 16

Charles H. Schneer's "The 3 Worlds of Gulliver," a Columbia Pictures release, will premiere at the Forum Theatre here on Dec. 16. The film has been produced in color and Super Dynamation, previously utilized for Columbia's "The Seventh Voyage of Sinbad."

Col. Buys Original

HOLLYWOOD, Nov. 29.—Columbia Pictures announced today the purchase of "Maid in U.S.A.," an original story by Robert Kaufman and Peter Barry.

Catholic Paper's Editorial Calls for Personal Action

ALBANY, Nov. 29. — "Perso Responsibility," — the theme of statement issued by the Cath Bishops of the United States at th recent annual meeting in Washi ton, D.C.—applies in the field of n tion pictures, their moral tone a their advertising in newspapers. Th commented *The Evangelist*, offic weekly of the Albany Catholic D cese, in a leading editorial.

"The alarming increase in the nu ber of morally offensive motion p tures and the outrageous disreg for decency in most of the advertisi of movies that appears in the da newspapers should rightfully arou the concern and ire of decent indiv uals and parents," declared the e torial. "Instead the tendency is look on these abuses as somethi the Legion of Decency should busy about or the Catholic new papers should protest."

Metro-Goldwyn-Mayer presents

Edna Ferber's immortal story

of a woman's love

and a man's loves

...of a raw land,

ripe for the taking

...of those who

plundered it and



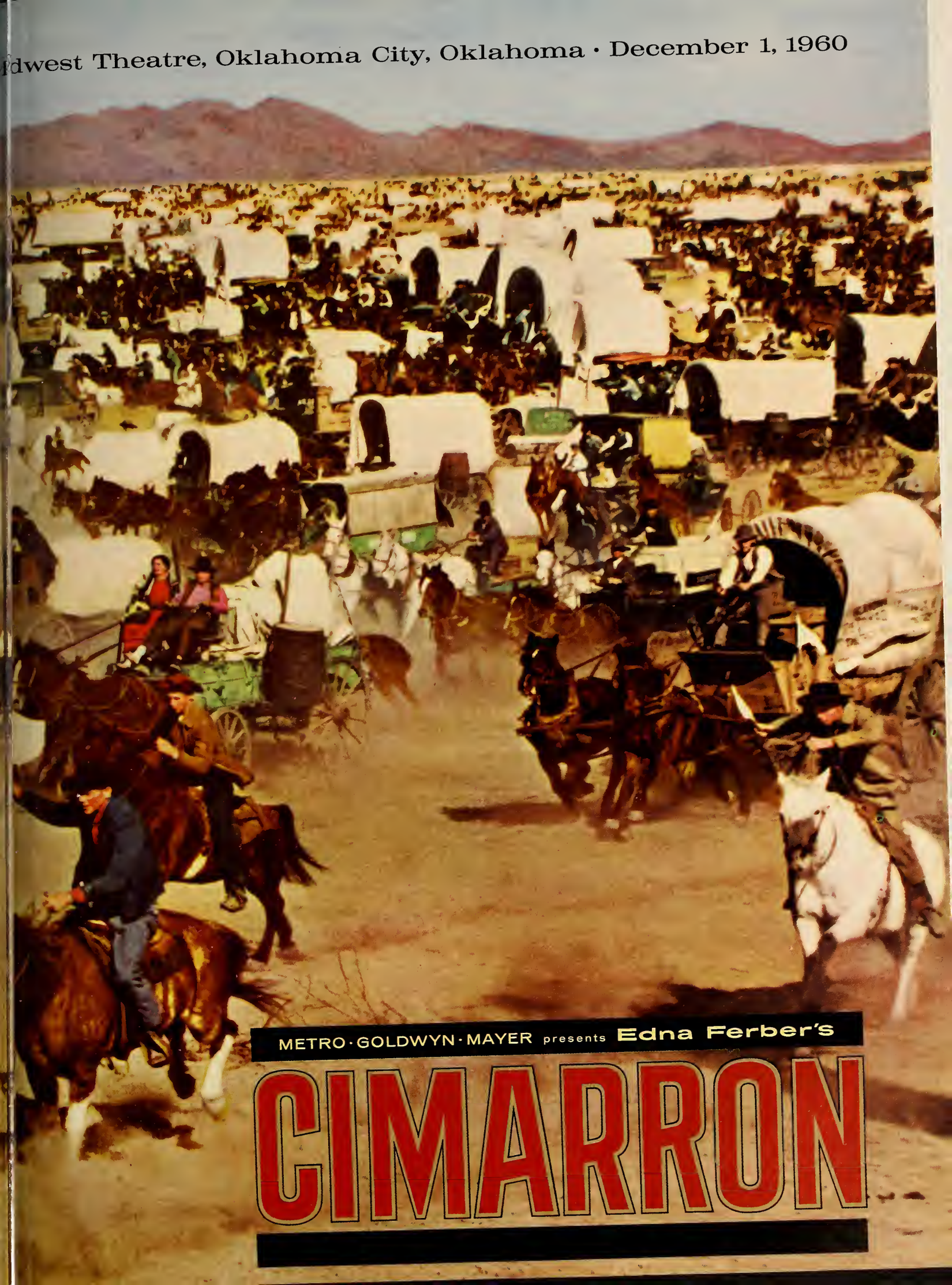
those who built it, and two who

made its glory their own.....

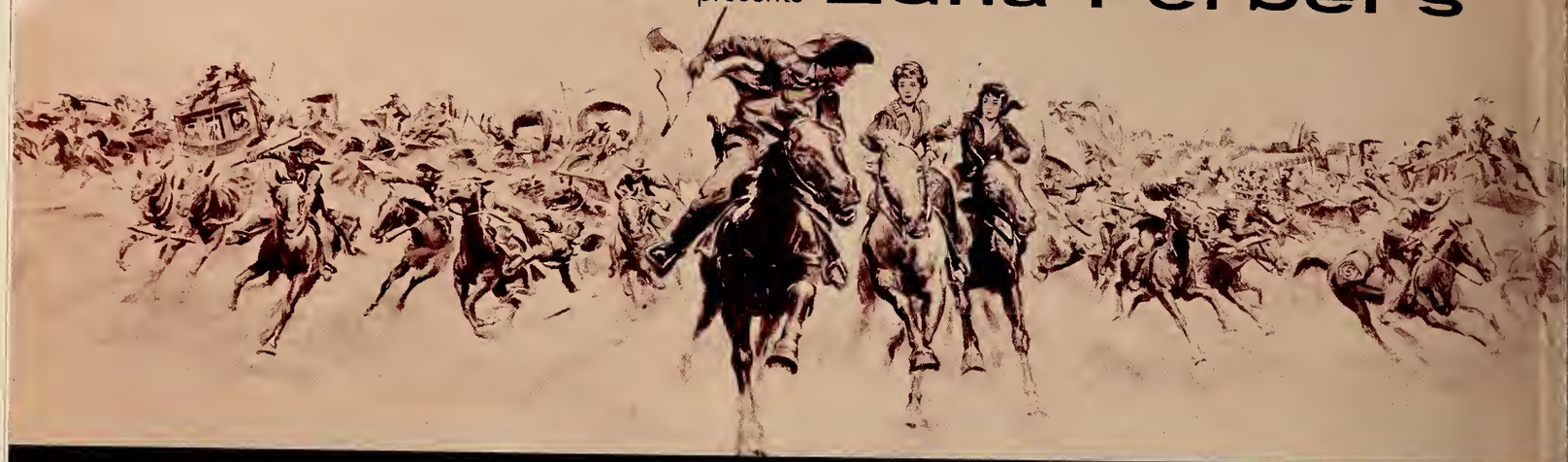
GOVERNOR'S INVITATIONAL WORLD PREMIE



dwest Theatre, Oklahoma City, Oklahoma · December 1, 1960



METRO-GOLDWYN-MAYER presents **Edna Ferber's**



CIMARRON

starring

GLENN FORD • MARIA SCHELL • ANNE BAXTER • ARTHUR O'CONNEL

RUSS TAMBLYN • MERCEDES McCAMBRIDGE co-starring VIC MORROW • ROBERT KEITH • CHARLES McGRAW

with HENRY (HARRY) MORGAN • DAVID OPATOSHU • ALINE MacMAHON • LILI DARVAS • EDGAR BUCHANAN

Screen Play by ARNOLD SCHULMAN · Based on the Novel by Edna Ferber · Directed by ANTHONY MANN · Produced by EDMUND GRAINGER

In CinemaScope And METROCOLOR



200 Post-'48

(*Continued from page 1*)

on rights to which are owned by
en Gems. The U-I group is the
of the Universal library not yet
ed to the television market.
oth Hyams and Robert Seidelman,
-president in charge of syndica-
said the contract represented
largest single deal ever made by
en Gems but refused to name a
e other than to say that the reve-
for the post-1948 pictures would
"substantially greater" than that
the earlier pictures.

Offered over 3-Year Period

he pictures, to be released over a
e year period, will be exposed to
n 25% to 35% of the total televi-
audience, they estimated. The
CBS stations are WCBS-TV,
v York; WCAU-TV, Philadelphia;
BM-TV, Chicago, KNXT, Los
geles, and KMOX-TV, St. Louis.
Lazarus said that it would be Co-
bia's policy to utilize "every last
nue of theatrical revenue through
sues" before the pictures are
ned over to Screen Gems for tele-
on release. This would apply also,
said, to the remaining 200 of the
proximately 400 pictures now in
post-1948 library.

Produced from 1948-1955

The group of 200 Columbia pic-
es in the block to be leased to CBS
re produced mainly between 1948
d 1955 and includes such titles as:
ll the King's Men," starring Broder-
Crawford; "Born Yesterday," star-
g William Holden and Judy
lliday; "The Caine Mutiny," star-
g Humphrey Bogart and Van
hnson; "Death of a Salesman,"
rring Fredric March; "The Solid
ld Cadillac," starring Judy Holli-
y and Paul Douglas; "The Last
urrah," starring Spencer Tracy;
:10 to Yuma," starring Glenn
rd; "Jeanne Eagles," starring Kim
ovak, and "Phffft," starring Judy
olliday and Jack Lemmon.

Also in the group are some of
anley Kramer's post-'48 productions,
ch as "The Wild One," with Mar-
n Brando; "The Four Poster," with
ex Harrison; "The Juggler," with
irk Douglas; "The Happy Time,"
ith Charles Boyer. Several of Rita
ayworth's pictures, such as "Sa-
me" and "Miss Sadie Thompson,"
nd several of Humphrey Bogart's, in-
luding "Knock on Any Door,"
Tokyo Joe" and "Sirocco," are also
ncluded in the post-'48 group.

Some Pre-1948

The remainder of the pictures in
he group are pre-1948 Universal-
nternational releases, including "The
Egg and I," starring Fred MacMur-
ay and Claudette Colbert (1947);
Family Honeymoon," with Miss
Colbert and MacMurray (1948);
Criss Cross," starring Burt Lancaster
1948); "Shadow of a Doubt," star-
ring Joseph Cotton and Teresa
Wright (1942), and "Kiss the Blood
Off My Hands," starring Lancaster
and Joan Fontaine (1948).

REVIEW:

Where The Boys Are

Euterpe—Metro-Goldwyn-Mayer

CinemaScope

WHEN college boy meets college girl, our screenplay under examination herein presupposes, his first concern is whether or not she is a "good" girl. And so when college girl meets college boy she has to ask herself "will she?" or "won't she?" accede to the boys' persistent demands for an affair. That the American college youth is predominantly interested in sex as against attaining a higher education is the premise of this light, frothy, romantic comedy, marred somewhat by a corny, melodramatic climax, and elegantly produced by Joe Pasternak with a bevy of attractive young players.

The story concerns itself with the adventures and misadventures of four students from a northern girls' college who decide to follow the college crowd and spend their Easter vacation in Fort Lauderdale, Fla. because that's "where the boys are." The girls are Dolores Hart, possessor of probably the most captivating smile in films; Yvette Mimieux, a lovely blond who gives a sensitive performance as the sexually promiscuous member of the quartet; Paula Prentiss, who makes a resounding film debut as a wisecracking, tall, brunette, and Connie Francis, juke box favorite of the teenagers who also makes her film debut and shows natural and pleasing talent as a comedienne, in addition to her singing chores.

The resort city is flooded with college boys and girls all anxious for romantic interludes of one sort or another. Miss Hart, despite her mouthings of sexual freedom for the modern girl, seeks love and not sex when she meets George Hamilton, a wealthy student from Brown University. Miss Prentice finds romance with Jim Hutton, a poor but ardent student whose advances she holds in check with her wisecracks. Miss Francis finds her male idol in the person of Frank Gorshin, a myopic musician who heads a quintet which plays "dialectic jazz." Miss Mimieux is the one who finds it difficult to cope with the college boys she meets, and has affairs with two of them.

The tale is replete with sophisticated dialogue, much of it calculated to draw solid laughs, as the girls handle their respective problems with the sex-driven male students. Miss Mimieux' second experience with sex leads to a near fatal tragedy as she wanders dazedly from a motel and is hit by an automobile. This undoubtedly is to prove that sex *per se* doesn't pay.

The other girls, it is indicated, are destined to marry their respective companions and live happily ever after.

HENRY LEVIN did a capable job of directing, getting the most out of the comedy situations, from a slick screenplay by George Wells based on the novel by Glendon Swarthout.

A slapstick sequence in which nearly everybody winds up in a night club water tank wherein Barbara Nichols displays her physical charms drew much laughter from a sneak preview audience. All the young members of the cast acquit themselves admirably, but outstanding are the performances of newcomer Miss Prentiss, who handles her comedy lines brilliantly, and Jim Hutton, the gangling student who makes a fine foil for Miss Prentiss' humor. Chill Wills also draws laughs as the harassed chief of police.

Miss Francis sings the title song behind the credits, and "Turn on the Sunshine," both tunes by Howard Greenfield and Neil Sedaka, with the "dialectic jazz" quintet. She should please her many fans, and win new ones with both her singing and her acting performance. Miss Nichols delivers a novelty song, "Have you met Miss Fandango?," by Stella Unger and Victor Young, for comedy effect.

The use of Metrocolor greatly enhances the film with its splashy, lively color effects. Music by George Stoll is in fine tune with the action on the screen, and special mention is due Pete Rugolo for his original dialectic jazz sequences.

Exhibitors seeking new faces will find them here in abundance, and all of them personable and talented. The undue emphasis on sex, however, makes this unsuitable for younger patronage.

Running time, 99 minutes. Release, in December.

SIDNEY RECHETNIK

Fox Anniversary Bookings High

20th Century-Fox's 45th anniversary week, which ended with Thanksgiving, was the biggest anniversary week of bookings in seven years, general sales manager C. Glenn Norris announced yesterday.

Spearheaded by 428 first-run engagements of "North to Alaska" in as many key cities, 20th releases were the attractions at 11,112 theatres across the country and Canada last week, 971 bookings ahead of last year's anniversary week, and 1,088 ahead of 1958.

Bookings at key-city first-run theatres totaled 2,017 against 1,833 in the 1959 anniversary week. Among the attractions contributing to the record bookings, in addition to "North to Alaska," are "Esther and the King," which had 75 bookings, "Legions of the Nile," with 63, and "Tess of the Storm Country," which had 45.

Total second and subsequent run bookings were the largest in five years, Norris said.

Fox 39-Week Net

(*Continued from page 1*)

weeks of 1959 of $2,930,532 or $1.25 per share on 2,338,536 shares.

Total income for the period ended Sept. 24, 1960, was $86,647,036 compared with $85,933,864 for the comparable 1959 period. Expenses for 1960 were $83,649,921 compared with $83,003,332 for 1959.

To Pay 40-Cent Dividend

Directors of 20th Century-Fox have declared a quarterly cash dividend of 40 cents per share on the outstanding common stock, payable Dec. 30 to holders of record on Dec. 16.

Gratis Distribution of Film on Handicapped

"Employees Only," a motion picture designed to increase the rate of employment of physically-handicapped persons, will be distributed free to theatres throughout the nation, it was announced yesterday by Bernard Goodman, vice-president of Warner Bros. Pictures Distributing Corp., and Major General Melvin Maas, Ret., chairman of the President's Committee on Employment of the Physically Handicapped.

The announcement followed a meeting, at which it was arranged for Warner Bros. to have the seven-minute film distributed as a public service through the shipping facilities of National Film Service. Theatre circuits expressing a desire and willingness to play the short-subject include the Stanley Warner Corp., RKO, United-Paramount and Pacific Drive-Ins. The first booking will be on the RKO circuit in New York, beginning Jan. 4.

Hughes Aircraft is the producer of "Employees Only" and actor Bob Cummings is the narrator.

Who's Where

Howard Alston has been named production manager for CBS Films Inc., Hollywood, on special assignment, it was announced by Jack Meyers, director of programs, Hollywood. Alston will report directly to **Jack Ballard** manager of programs, Hollywood, and will be assigned to new projects currently being developed at CBS Films headquarters there.

Alston, at one time, was production operation manager for the CBS Television Network in Hollywood. More recently, he was production manager for Filmaster, Inc.

□

Mrs. Dale Clark, New York coordinator for the nationwide activities of the National Association of Broadcasters, has been named a member of the board of trustees of the National Audience Board and assistant secretary of that organization. She will fill these posts while retaining her NAB position.

□

James Leiker, assistant director of advertising and promotion for Paramount Television Productions and KTLA, Los Angeles, has resigned to become editorial associate with the University of Southern California Planning Department. Leiker had been KTLA's continuity editor for one year prior to his year-long stint in the station's promotion department.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

MOSS HART, on advice of his medico, has withdrawn as Host on "G. E. Theatre's" presentation of "The Gershwin Years," CBSkedded for Jan. 15. The dramatization of life in the 1920-35 era with Gershwin music as background, co-stars Ethel Merman, Eileen Farrell, Florence Henderson and Ron Husmann. . . . The N.Y. Police Honor Legion's "Night of Stars," to be held Dec. 23 at the Hotel Astor, will be emceed by Jerry MGMarshall for the sixth year. . . . Roy Huggins, former Warner Bros. Producer-writer who created the successful "Maverick" and "77 Sunset Strip" programs, is currently associated with 20th Century-Fox Television and preparing 2 new series, both of which may go to ABC-TV. In fact it's a safe bet that one of them will replace "Walt Disney Time" in the 1961-62 season. . . . Max C. Freedman (co-cleffer with Jimmy Myers of the sensational "Rock Around The Clock" ditty) bade farewell to his Philadelphia pals Red Benson, (WPEN) Dick Reynolds (WIP) and Dick Clark (WFIL) and is now winter-vacationing in Miami Beach. . . . NBC wanted a series to rival ABC's "The Untouchables." So all it did was sign up Paul Monash, who wrote and produced that series, to come up with another such program. He did and "Cain's Hundred," will be co-produced by MGM-TV and NBC at the MGM Studios in Culver City next month. . . . Prexy Martin Poll of the Gold Medal Studios in the Bronx, hosted a cocktail party yesterday at the Orchid House, during which a new animation process was demonstrated. . . . Crown-Cadet Records will soon market an LP, titled, "Is This Your Rudy Vallee?" under the Crown label, which will prove sensational in national sales. We heard the master several weeks ago in Hollywood and believe it is one of the funniest routines we've ever belly-laffed at. . . . Owned and operated by RKO General, WNAC-TV, as of January 1, 1961 becomes a primary affiliate of the ABC chain, and has been telecasting since 1948.

The Variety Club of New York, Tent No. 35

INSTALLATION LUNCHEON OF THE 1961 CREW

honoring

Charles A. Alicoate, *Incoming Chief Barker*

and

Harry Brandt, *Retiring Chief Barker*

on

Friday, December 9th, 1960

twelve-fifteen p.m.

ASTOR HOTEL

Subscription — $5.00

Please phone Wisconsin 7-5076 for your reservations or send your check to Variety Club, 1501 Broadway, Room 2411, New York 36

Urges 'Local Outlook' for TV Broadcasters

Stressing the fact that the strength of the newspaper in America has been the fact that it is not national or even regional, but is always local," Arthur H. "Red" Motley, publisher of "Parade" magazine and president of the U.S. Chamber of Commerce, said that while "there is no question about the contribution made by the broadcasting networks," television "can not hope to be as important or influential as the newspaper until, like the newspaper, it began to think, act and 'publish' like a local medium."

Motley, who spoke at luncheon meeting of the National Association of Broadcasters here yesterday, also told his listeners that "It is even more difficult in the printed press than over the air to clearly differentiate between what is purely private and profit-making and what is frequently called 'in the public interest.'

Sees Obligation, Regardless

"Despite this confusion and lack of clear definition, newspapers and broadcasters have the obligation to clearly justify their right to freedom by proper performance of the obligations of a free press to the public."

Admitting that news has become a very important part of both radio and TV, prolonged newspaper strikes in large metropolitan areas. Motley pointed out, "proved the inability of electronic media to provide an adequate substitute for the daily newspapers."

TV Code's Hollywood Office Sets Work Peak

From THE DAILY Bureau

WASHINGTON, Nov. 29. – T Television Code Board's Hollywo office reports that during October processed 65 scripts and 23 fil produced for syndication. These co bined figures represent the high total workload for any single mon since the inception of the West Co. office.

The board's Hollywood office co ments that "cooperation from all st dios in assisting us to reduce t number and kind of code violatio in scripts and films has been willi and generous."

FCC in Move to Force TV Tie-in Testimony

From THE DAILY Bureau

WASHINGTON, Nov. 29. – T chief hearing examiner of the Fe eral Communications Commissio James D. Cunningham, has filed proposed memorandum opinion whic if adopted by the commission, wou require the presentation of certa information which witnesses declin to produce at the FCC's recent We Coast hearings on television progra packaging and tie-ins.

MCA Programs Included

Material that is sought includes list of programs for which MC Inc., is the packager. MCA decline to present the material at the hea ing unless it were held confidentia Cunningham's proposed opinion woul deny confidentiality to this inform tion.

Also declining to testify, thoug under subpoena, were Dick Fishel of Dick Fishell & Associates; Mar Rothschild, of Promotions Unlimite and Betty Langley.

Krantz Vice-President Of Screen Gems, Ltd.

Steve Krantz, general manager o Screen Gems (Canada), Ltd., ha been elected vice-president of th company, it was announced yesterda by Lloyd Burns, vice-president i charge of International Operations fo Screen Gems, Inc.

Krantz, who was placed in charg of Screen Gems' Canadian operation last March, with headquarters i Toronto, previously was director o program development for Screen Gems in New York. Before joining the Columbia Pictures television subsidiary in 1956, Krantz was program director of WRCA and WRCA-TV, NBC flagship stations here.

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45 w. 45 st. n.y.c.
industrial
music scoring
ci-6-4061

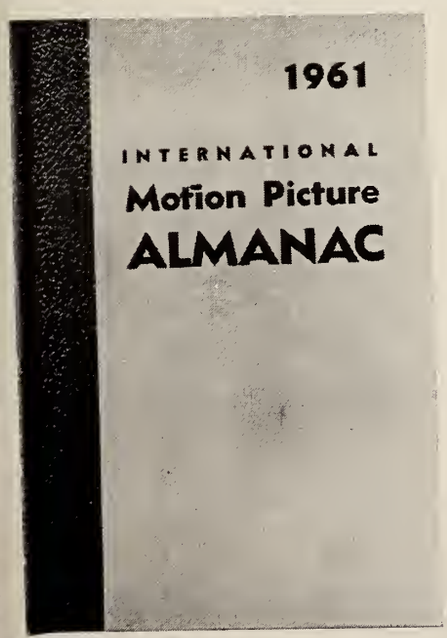
Now in preparation—the 1961 Editions of

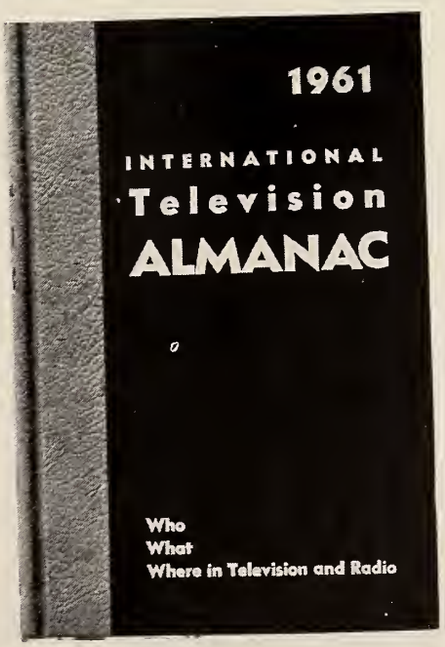
MOTION PICTURE ALMANAC

. . . TELEVISION ALMANAC

In these two companion volumes is mirrored the whole business world of the screen. Each supplies the up-to-date facts of industrial structure, performance, companies. organizations, products and services in its own particular field—plus data pertinent to both motion pictures and television. With identical biographical sections, the Almanacs provide the only Who's-Who of these interrelated industries. Every edition is sold out soon after publication—to make sure of your copy or set, you are advised to send in your order early. There's a convenient coupon below.

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TOPS PSYCHO, VERTIGO, TEACHER'S PET!

Call that PARAMOUNT FELLA NOW!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 104 NEW YORK, U.S.A., THURSDAY, DECEMBER 1, 1960 TEN CENTS

EDITORIAL

Showdown Ahead

By Sherwin Kane

IRRESPECTIVE of the variety of reactions within the industry to the Catholic bishops' committee's pronunciation yesterday of the increasing number of motion pictures which it deems objectionable, there is no reason to assume that the bishops' statement took the industry by surprise.

It was not only that the National Legion of Decency previously had reported an increase from 14.59 per cent of total Hollywood films deemed to be objectionable in 1959, to 24.33 per cent in 1960, but rumblings of apprehension and dissatisfaction over film content have been heard from many quarters with increasing frequency over the past six months or more.

Many of these rumblings have been from within the industry.

•

Only last week, top company executives at a Motion Picture Association board meeting were briefed on the legislative prospects faced by the industry in the coming year; largely as a result of the increased number of pictures with so-called adult themes.

The prospects are disturbing, to say the least, with 48 of the 50 state legislatures scheduled to meet, and with sporadic clamor for municipal attention to motion pictures and theatres in some areas of the country, and federal attention in others.

The recent annual gatherings of the two national exhibitor organizations—Theatre Owners of America in Los Angeles in September, and Allied States Ass'n. in Chicago in November—heard theatre owners of national standing voice their concern over mounting criticism of film content on the part of customers, particularly the parents of adolescent children.

•

In the face of what went before, the bishops' statement cannot have taken the industry by surprise any more than can similar expressions, and actions, which are certain to come in the weeks and months ahead, when the voices of parents and clergy are joined by those of legislators.

Yet what special preparation the

(*Continued on page 2*)

TELEVISION TODAY—page 6

British Censors Seek To End Conflicts

From THE DAILY Bureau

LONDON, Nov. 30. (By Cable)—As an outcome of talks between the British Board of Film Censors and local licensing authorities, representatives of the latter will attend a one day study course on how the BBFC examiners reach their decisions and on what grounds films are placed in particular categories. It is hoped that this will cut the number of cases on which the BBFC and local authorities give differing verdicts on films, particularly those placed in the "X" category.

Beattie Asst. Sales Head For 20th-Fox in Canada

Special to THE DAILY

TORONTO, Nov. 30. — Victor J. Beattie was made assistant general sales manager of 20th Century-Fox in Canada. He was promoted from the position of Toronto branch manager;

(*Continued on page 3*)

Rackmil, Aboaf Report To European Offices

Special to THE DAILY

ROME, Nov. 30. — Universal Pictures president Milton R. Rackmil told Italian company executives here that U-I was in its most favorable financial and operational position

(*Continued on page 6*)

Miss Taylor, Fisher File Libel Actions

In what is termed the first major action by motion picture artists against national "fan" magazines, actress Elizabeth Taylor and her singer-husband Eddie Fisher yesterday initiated libel suits amounting to $7,250,000 against six sets of publishers and editors of the movie publications. The actions were filed in New York

(*Continued on page 6*)

$250,000 Remodeling Plan Set for Criterion

Charles B. Moss, president of the B. S. Moss Theatres, yesterday announced that the Criterion Theatre, newest of the Broadway showplaces, will be remodeled and refurbished at a cost of $250,000.

The theatre will close Sunday at midnight, and will reopen Wednesday evening, Dec. 21, for the reserved seat

(*Continued on page 6*)

Okla. City Awaits 'Cimarron' Premiere

By SIDNEY RECHETNIK

OKLAHOMA CITY, Nov. 30.—The world premiere of Metro-Goldwyn-Mayer's "Cimarron," takes place tomorrow evening at the Midwest Theatre here against a backdrop of excitement and fanfare.

Climaxing months of preparation,

(*Continued on page 3*)

Sunday Show Question Splits Canadian Theatre Three Ways – Geographically

Special to THE DAILY

TORONTO, Nov. 30.—With Sunday movies a burning question here, the Odeon Humber finds itself in a confusing position.

By a fluke of location, the land on which the Toronto theatre is located, is divided among three municipalities. In one municipality, there is a request to permit Sunday movies. A second municipality has refused to take action on the question. And the third has not discussed the matter.

The whole location including building, land and equipment has an estimated value of $600,000 or more and taxes are paid in proportion to each of the municipalities where the theatre is located.

The doors and the auditorium are located where the municipality has refused to discuss the question. The foyer and display in front are in an area which has taken up the Sunday movie question. The parking lot and one corner comprising a single concrete pile are in the municipality which hasn't taken up the Sunday movie question.

Sees Danger

'Anticipates' Classification Bill for N. Y.

Fitzpatrick Cites Criticism Of Trend to Sex, Violence

Special to THE DAILY

ALBANY, Nov. 30.—James A. Fitzpatrick, of Plattsburgh, counsel to the joint legislative committee on offensive and obscene material, "anticipates" a film classification bill will be introduced at the coming session of the legislature.

He believes, "If the public realizes the inherent danger in the exhibition of motion pictures morally undesirable and objectionable, and abstains from patronizing them, the production of this type will be curtailed. So long as the boxoffice tinkles, such pictures will continue to be made."

Dissatisfied with the current situation relating to "obscenity" in literature and on the screen, Fitzpatrick thinks it is increasing in the latter medium. He likewise is critical of television's "undue stress" on violence, brutality and crime.

The former chairman of the joint

(*Continued on page 3*)

McLean Is Named to Canadian Film Post

Special to THE DAILY

TORONTO, Nov. 30.—Grant McLean, director of production, National Film Board, has been appointed as one of two senior assistants to the government film commissioner, Guy Roberge. His new title will be senior assistant and director of production.

Pierre Juneau, the Board's executive director, will continue to be the

(*Continued on page 6*)

Selig and Thedford In New N. T. Posts

From THE DAILY Bureau

HOLLYWOOD, Nov. 30. — The appointments of Robert Selig as senior vice-president, and William Thedford as a vice-president of National Theatres, a division of National

(*Continued on page 6*)

PERSONAL MENTION

JACK DIAMOND, co-chairman of the public relations coordinating committee for the forthcoming Academy Awards show, arrived in New York yesterday from the Coast.

•

MORRIS LEFKO, in charge of "Ben-Hur" sales for M-G-M, will return to New York tomorrow following meetings in Dayton, Cincinnati and Indianapolis.

•

GEORGE NELSON, of the Warner Brothers publicity department here, has returned to his duties following hospitalization.

•

JAMES V. FREW, Southern district manager for Continental Distributing, Inc., Atlanta, has left there for Kansas City and St. Louis.

•

DAVE KANE, publicist for Universal's "The Grass Is Greener," has finished an assignment in Cleveland and has left there for Detroit.

•

SAMUEL BRONSTON, producer of "King of Kings" for M-G-M, and "El Cid" for Allied Artists, will return to New York today from Europe. After a short stay here he will leave for Hollywood.

•

EDWIN BERGMAN, former Universal salesman in Cleveland and now manager of Keith's 105th Street Theatre there, is recuperating in Mt. Sinai Hospital following major surgery.

•

MRS. CARMEN BUNCHE, Navy circuit booker in Charleston, S. C., has returned there from Atlanta.

•

H. HOUSLEY, of the Dixie Lee Theatre, Lenoir City, Tenn., is recuperating at his home there following a siege of pneumonia.

Cleve. Reports on Compo Dues Collections, Sales

Special to THE DAILY

CLEVELAND, Nov. 30. – First of the annual meetings for branch managers to report on sales activities and collection of COMPO dues for this year was conducted today in the 20th Century-Fox screening room here. Ray R. Schmertz, 20th's exchange manager, is distributor chairman. Early reports were "favorable." A second meeting, which will likely complete the current campaign, will be held Dec. 12.

Public Must Share Blame for Off-Beat Films, Atlanta 'Journal' Editorial Asserts

Special to THE DAILY

ATLANTA, Nov. 30.—Commenting on the National Legion of Decency's recent report which showed a sharp increase in motion pictures with adult themes in the past year, "The Atlanta Journal" said editorially that the public must share responsibility with film producers for the situation. The editorial said:

"The public surely must be aware, as is the Legion of Decency, that Hollywood is showing an increasing tendency to cater to the baser tastes in its production of films.

"The departure from previously accepted and respected standards has been especially noticeable in just the past year, according to the organization's report. Domestic films classed as objectionable rose from 14.59 per cent of Hollywood's total production in 1959 to 24.33 per cent this year.

"Apparently the movie-makers, in an effort to keep themselves financially solvent, are content to concentrate on whatever might pull a few more paid admissions to the box office.

"And in this the movie-goers themselves have to accept their share of the blame.

"As long as they show a preference for films of questionable taste, and support them with their money, you can rest assured the producers are going to keep playing to that desire."

Saturation in Carolinas For 'Callaghan,' 'Congo'

Dominant Pictures of the Carolinas, Inc., headed by Harry Kerr, has been appointed Charlotte exchange territory representative for Atlantis Films' soon-to-be-released double bill, "Prisoners of the Congo" and "The Amazing Mr. Callaghan," it was announced by Harold L. Spero, general sales manager of Atlantis.

Dominant has booked over 300 theatres in its North and South Carolina territory for a multiple saturation run, beginning the first week in January. Atlantis will supply 50 prints of each film to be used during a six-week play period.

Will Introduce Tony Wright

Atlantis, sales outlet for Laurent Films Corp., is setting up full national distribution of "The Amazing Mr. Callaghan" double bill which will introduce to American audiences the English star, Tony Wright.

'Wackiest' Holiday Dates

Fred Kohlmar's "The Wackiest Ship in the Army" has been booked into key market areas all over the country as a holiday attraction commencing the last week in December. The Columbia release which stars Jack Lemmon and Ricky Nelson, has been booked into the Oriental in Chicago, the St. Francis in San Francisco, the Trans Lux in Washington, the J. P. Harris in Pittsburgh and the Orpheum in Minneapolis among others.

'CinderFella' to Victoria

Jerry Lewis' "CinderFella" will start its New York premiere engagement Dec. 16 at the Victoria Theatre.

Embassy Renovation Is Nearing Completion

Renovation of the Embassy Theatre at Broadway and 46th Street is nearing completion, it is announced by Norman Elson, president of Guild Enterprises, which operates the house.

"We plan to re-christen our theatre the New Embassy," Elston stated, "because everything in it will be new from the ultramodern screen to the marquee. At present, we have full crews working overtime to get everything in shape in time for the holiday-time world premiere of Walt Disney's 'Swiss Family Robinson.' By that time we will have installed new seats, new carpeting, a completely modernized lobby and a new front, we will have made an investment of between $75,000 and $100,000."

Rothacker to Diversify

Rothacker, Inc., distributors, now planning diversification, shortly will begin operations in Europe and Latin America, it was disclosed yesterday by Douglas Rothacker, president, who added that the company's distribution organization in the U. S. and Canada would not be affected. The company recently moved into new offices in the Time and Life Building here.

MGM Promotes Sculli

Frank Sculli has been promoted to the newly-created position of assistant branch manager for MGM in Philadelphia, it was announced yesterday by Robert Mochrie, MGM general sales manager. Sculli, who joined MGM in 1928, was formerly a salesman in the Philadelphia territory.

EDITORIA

(*Continued from page* 1)

industry may have made to meet approaching crisis would appear be inadequate if we are to judge the Motion Picture Association's pr release commenting on the bisho statement.

•

To insist in the face of the mou ing criticism that everything is und control and Hollywood is merely ing the public's order, hardly see the best approach to the bitter leg lative battles ahead.

20th-Fox Settles Suit Against Gottlieb, Phila

The suit recently instituted by 2 Century-Fox Film Corp. in Philad phia Municipal Court against Sanf Gottlieb, trading as Tri-State Thea Service, has been settled for an und closed amount, it was learned yest day.

Film Rentals the Issue

Twentieth Century - Fox broug the action to recover $538 from Go lieb for unpaid film rentals due fr the closed Grand Theatre in Brist Pa., contending that the film buyi service obligated itself for pictures bought by signing exhibition contra for the Grand Theatre.

Service for Harrison

Spyros P. Skouras, 20th Centur Fox president, delivered the eulo for Alex Harrison at the memori services held yesterday at the Chur of Jesus Christ of Latter Day Sai in New York. The chapel was crow ed with many of the top executiv of the industry whom the late form 20th general sales manager counte among his friends.

Harrison, who retired last sprin died of a heart attack at his Californ ranch Nov. 23. He was 45.

Zugsmith Talk Slated

HOLLYWOOD, Nov. 30. – Pr ducer-director Albert Zugsmith wi be guest speaker at a meeting of th North Hollywood Coordinating Con munity Council in North Hollywoo High School on Dec. 9, to discu "The Lowering Moral Standards the Motion Picture Industry."

He will point out current efforts lift those standards.

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'ENT TALK

Variety Club News

N FRANCISCO — Samuel C. n has been named chief barker ent No. 32, succeeding L. S. " Hamm. Gerald Hardy was d first assistant and Homer Tegt- r second assistant. Albert Davis e new dough guy and Manuel n property master. Canvasmen Joe Blumenfeld, Roy Cooper, s Donohoe. John Fee, Clarence hurby and B. C. "Manny" Mann- ier.

orth' Takes Million First 20 Days

North to Alaska," 20th Century- s Thanksgiving holiday release, grossed $1,000,000 dollars in only lays of national release, according xhibitor's reports received by the pany.

feature of the pattern of receipts, vmen report, is business done by ll-town theatres.

Returns Tabulated

ypical returns reported include: three days at the Palace, Burling- , Iowa, $2,534 to "Peyton's" four- gross of $2,191; first three days he Rialto, Fort Dodge, $3,044, to yton's" four-day gross of $2,509; t three days at the Palace, Mason y, $2,791 to "Peyton's" $2,397 in r days; first three days at the Lake, ke Clear, $670 to "Peyton's" four- total of $668; first three days at Strand, Marshalltown, $2,622 to yton's" four-day gross of $1,892.

arents' Medal Goes o 'CinderFella'

"CinderFella," Paramount's whim- al version of the Cinderella tale, rring Jerry Lewis, has been awarded Parents' Magazine Family Medal December. The Parents' Medal, stowed on the best family film re- ued each month, has much standing th exhibitors because Parent- acher Associations, church groups d other organizations concerned th child development look to Par- ts' Magazine for their movie guid- ce.

ervices Held for Pitt. heatre Operator, 43

Special to THE DAILY

PITTSBURGH, Nov. 30.—Funeral rvices for A. Fred Serrao, 43, own- of the Circle Theatre and Gateway rive-In in nearby New Kensington, ere held today in New Kensington. errao, who was also Democratic com- itteeman for the Fourth Ward, died few hours after attending the an- ual Variety Club Banquet at the enn-Sheraton Hotel, Pittsburgh, last unday.

Surviving Serrao are his wife, two ons, four daughters, a brother and ster.

Classification Bill Expected

(*Continued from page* 1)

legislative and considered on Capitol Hill to be still its guiding force, Fitzpatrick sees "significance in the fact that trade papers during recent months have carried so many stories of exhibitor leaders, individual exhibitors and other responsible industry people who have voiced criticism of the current trend in themes, emphases and advertising."

The ex-Assemblyman holds that the film industry "could learn a lesson from the comic book industry." The latter eventually responded to the persuasions, pressures and recommendations of the joint legislative committee; re-geared its thinking, and is now publishing comic books "that are more acceptable and make more money. The latter is important to remember."

Explains Measure

"Positive" film classification under which the Motion Picture Division, State Education Department, would rate films as "approved for patronage by children attending elementary and secondary schools of the state" and would issue a seal or symbol of approval to producers, exhibitors and distributors — is designed to "bring education more directly into the field, thus encouraging school children to patronize pictures deemed suitable for them and indirectly to influence parents," Fitzpatrick explains.

It is not, however, a complete answer to the problems raised by the production and presentation of "highly questionable, morally offensive" films, he added.

A restoration to the Motion Picture Division of the full powers it exercised before a series of adverse U.S. Supreme Court decisions would be an ideal solution in this state. Fitzpatrick, however, considers such a development unlikely.

He does take the position that the division—even though its authority has been circumscribed—"makes an important contribution to morality and public decency, notably by the excisions it orders in foreign films."

The erstwhile legislator also says that "the mere existence of a New York State licensing statute and of the Motion Picture Division has a restraining influence on film producers . . . is certainly a force for good."

Parents' assumption of "personal responsibility"—a theme stressed by the Catholic bishops of the United States at their recent annual meeting in Washington—applies in the matter of motion pictures they permit their children to see, Fitzpatrick points out. "This is true and always has been true."

The bishops yesterday urged a "national protest" by Catholics, in view of the "national crisis" created by objectionable films, and called for reform of the "presently ineffective" Hollywood Production Code Administration.

Fitzpatrick, who drafted the joint committee's "positive" film classification bill overwhelmingly approved by the Assembly last March, but held in the Senate Rules Committee until adjournment, emphasized that the committee is currently without a chairman.

Donnelly Defeated

Assemblyman Harry J. Donnelly, Brooklyn Republican, appointed last June to succeed Assemblyman Joseph R. Younglove, co-sponsor of the classification act, was defeated by a close vote in the Nov. 8 election.

Assembly Speaker Joseph F. Carlino, Nassau Republican and Fitzpatrick's predecessor as chairman of the joint committee, can appoint a new chairman at any time. The legislature will convene Jan. 4. Bills are now being "pre-filed."

Rank's Report Cited

LONDON, Nov. 30. — For the second year in succession the Rank Organisation's annual financial report has won the *Financial World* "Bronze Oscar" for the best annual report of the motion picture industry. The runners-up for this "Oscar" were Technicolor and Walt Disney Productions. Disney also won third place last year.

Selznick and Shelton Confer On USIA Aid for Film Abroad

From THE DAILY Bureau

WASHINGTON, Nov. 30.—David O. Selznick and Turner Shelton, chief of the U.S.I.A. international motion pictures division, have had discussions concerning a possible film to be made overseas by Selznick.

The discussion concerned assistance that the agency might be able to render to the project.

'Cimarron'

(*Continued from page* 1)

and capping a two-day Oklahoma statewide celebration, the premiere has become a civic event here.

The stars of "Cimarron," Glenn Ford, Maria Schell, Anne Baxter and Mercedes McCambridge, will be present at the premiere, as will a contingent of 85 national and international press personnel.

Preceding the premiere, one of the largest parades ever held in the state will march through the heart of the city, depicting the growth of Oklahoma from a prairie tent settlement in 1889, the year of the land rush, to one of our most important cities.

Barbecue Scheduled

At noon the guests will be treated to a chuckwagon barbecue at the Craven Ranch near here.

Late in the afternoon, a cocktail party and buffet dinner for the press and stars will be hosted by Oklahoma's Governor Howard Edmondson and Mrs. Edmondson.

In the evening, the governor's invitational premiere performance will take place at the Midwest Theatre, which has been completely remodeled for the occasion. Klieg lights, red carpets, and colorful bands will herald "Cimarron."

Beattie Named

(*Continued from page* 1)

Peter S. Myers, managing director for Canada, in making the announcement, also announced the movement of Philip Geller as Winnipeg manager to Toronto branch manager. Gordon S. Lightstone, Jr., was named successor to Gerry Chernoff, who resigned as Montreal branch manager. Lightstone was St. John branch manager.

Myers was recently appointed to the permanent sales cabinet of the parent company under C. Glenn Norris, general sales manager.

Beattie came into the industry as a record clerk in 1929 with Regal Films Ltd., before moving to Famous Players, then later was with Warner Brothers. He was in the RCAF for five years. After moving to Fox he was appointed Calgary branch manager, and in 1953 was appointed head of the Toronto branch.

Lightstone became 20th-Fox branch manager in Vancouver in the autumn of 1955 and was reassigned to the St. John branch in June, 1956.

Dominion Showmen Advance Modern Ideas On How to Deal with the Tax Assessor

Special to THE DAILY

TORONTO, Nov. 30.—The problem of assessment can best be solved by personal discussion with the assessor, two theatre circuit executives agree.

Harold Roberts of Famous Players points out that his company has an annual saving of $17,500 "not for just one year, but for the life of the building."

Craig Hughes of Odeon Theatres said that most assessors were not familiar with theatre problems. With taxes rising, at least the decline in cost of assessment can keep the burden constant. Hughes advises theatre owners to visit their assessors during the year and not after it. He suggests that the assessor be brought into the theatre on a Monday night, not on a Saturday night when the theatre is full.

Roberts claims that "if the economic value is less than the physical value, then the economic value should be adopted."

The one theory advocated by theatre circuits today is that assessors "now recognize the principle of increased obsolescence in single-purpose buildings" because of the fall off in business.


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Status of CA-TV In Canada Up

Special to THE DAILY

TORONTO, Nov. 30. — Are community antenna tv stations subject to the same regulations that have been applied to tv stations by the Board of Broadcast Governors?

The Canadian Association of Radio and TV Broadcasters say they should and will submit a brief on the question to a Parliamentary House Committee on Broadcasting. The National Community Antenna Television Association of Canada claims that a CA-TV setup is not a broadcasting station, but a receiver.

The Canadian Broadcasting Corporation is expected to back up the broadcasters.

The Board of Broadcast Governors has already indicated its position. It commented at one time that Parliament has the right to legislate for this type of telecasting.

Tent No. 1 Names Stern Its 'Man of the Year'

Special to THE DAILY

PITTSBURGH, Nov. 30. — Ernie Stern, head of Associated Theatres, Pittsburgh, who recently announced his intention of building the first drive-in theatre in Tel Aviv, Israel, was named "Showman of the Year" at the banquet of Tent Number One, Variety Club, in the Penn-Sheraton Hotel here.

Stern, who took over the four Pittsburgh houses owned by the Harris Amusement Co. several months ago, now controls 13 drive-ins and eight hardtop houses in the Tri-State area. His proposed partner in Tel Aviv, where he was a recent visitor, is Danny Angel, a Tel Aviv businessman.

Rackmil, Aboaf

(*Continued from page* 1)

throughout the world since its founding 48 years ago.

Rackmil with vice-president and foreign general manager Amcrico Aboaf, is conducting a series of sales conferences in Europe. From here, the two went to Frankfurt to preside at a sales conference there before departing for London and the first overseas premiere of "Spartacus" at the Metropole Theatre Dec. 7, at which Princess Margaret will be present.

McLean Named

(*Continued from page* 1)

other assistant to the commissioner. His title will be senior assistant and executive diretcor.

The position of director of planning will be filled by Michael Spencer of Ottawa. He has been chief of the Board's liaison division and head of NFB's Ottawa office.

The changes were occasioned by the death last August of Donald Mulholland, director of planning and operations.

1961 TV Programs Loaded with New Films; WOR Has 200 Scheduled

A new emphasis on the Hollywood feature film fare, including many top budget color attractions, available to the television viewer this winter has been sparked by the announcement Tuesday that Screen Gems has leased a package including 200 Columbia post-'48s to the five owned and operated Columbia Broadcasting stations.

Yesterday Robert Smith, vice-president in charge of programming for WOR-TV, pointed out that more than 200 films, a great proportion of them in color and most of them produced between 1950 and 1956 will be shown first-run and in color on Channel 9's Million Dollar Movie program this winter.

The program includes pictures from five distributors — Paramount, Warner Bros., United Artists, MGM and RKO but the post-'48 titles are confined to those originally released by United Artists, RKO and Paramount. The latter group are Pine-Thomas pictures made between 1949 and 1955.

Operas Included

The package also includes a number of opera classics filmed in Italy and France during the 1950's. Predominantly in color, these star some of the great opera personalities of Europe and America.

Titles of the Hollywood group include: "Barefoot Contessa," "Saint Joan," "King and Four Queens," "Attack," United Artists; "The Far Horizons," "Jamaica Run," "Run for Cover" and "El Paso," Paramount Pine-Thomas; "Susan Slept Here" and "Unholy Wife," RKO; and "Moulin Rouge," "Return to Paradise," "Beachhead," "Suddenly," "Tom Brown's School Days," "They Who Dare," "A Christmas Carol" and "The Front Page Story," United Artists.

Preminger Plans Tour With Stars of 'Exodus'

Otto Preminger, producer of "Exodus," has arranged a series of personal-appearance tours covering cities where the picture has been scheduled to open. Participating in the tours, in addition to Preminger, will be the stars of the film: Eva Marie Saint, Peter Lawford, Sal Mineo and Jill Haworth.

The group will travel in four separate units, meeting in New York on Dec. 15 for the world premiere of "Exodus" at the Warner Theatre and for the Los Angeles premiere on Dec. 21 at the Fox Wilshire Theatre. Other premiere cities to be visited will include: Chicago, Dec. 16; Baltimore, Dec. 18, and Kansas City, Dec. 19.

The unit headed by Lawford will visit also Dallas and Boston.

Mineo and his group will be guests at Miami Beach, Dallas, Kansas City, Chicago, Detroit, Boston, Baltimore and New York.

Miss Saint will arrive here on Dec. 11 for five days of publicity activity incidental to the world premiere of the United Artists release.

Libel Actions

(*Continued from page* 1)

County's Supreme Court by Miss Taylor's lawyer, Louis Nizer, of the Philips, Nizer, Benjamin, Krim & Ballon law firm.

In a joint communique from Paris, Miss Taylor and Fisher stated that they started the action only after appeals to the magazines had gone unheeded and when the articles "began effecting the children's lives as well as our own."

Defendants Listed

The subpoenas issued yesterday went to Dell Publishing Co., Inc. (Modern Screen); Official Magazines Corp. (Screen Stars); Interstate Publishing Corp. (Movie World); Countrywide Publications, Inc. (Movie T.V. Secrets); Sterling Group, Inc. (Movie Stars—T.V. Close-Ups); and Fawcett Publications, Inc. A seventh complaint, for an additional $500,000, was filed against Besscal Publications, Inc. (T.V. Film Stars), but was not served yesterday because the company has declared itself bankrupt. Nizer said, however, that this complaint will be pursued.

The attorney further declared that the film couple was seeking "punitive damages" as a result of articles that appeared in the above mentioned magazines with "libelous headlines containing innendos that were pure sensationalism." He added that the content of the stories, in most cases, were not objected to because they failed to carry out the "lewd promises" of the headlines.

'Crass Commercial Purpose'

The complaint states that the "defendants acted maliciously, irresponsibly and wickedly, for the crass commercial purpose of stimulating the circulation of the motion picture 'fan' magazines, in flagrant disregard of the truth and of the resulting injury and distress inflicted on the plaintiffs and their infant children."

Nizer concluded that the case should reach the courtroom within six months to one year.

$250,000 Remodeling

(*Continued from page* 1)

world premiere of Cantinflas as "Pepe."

John J. McNamara, theatre architect, has completed plans for the extensive alterations to the lobby, front and foyer. These will include installation of new entrance doors, a specially designed lobby ceiling, mirrored and marble walls, marble and mosaic floor in the entrance lobbies, new lighting equipment and fixtures, two new boxoffices, one to handle the sale of reserved seat tickets exclusively, new refreshment area, new carpeting and a 15-ton air-conditioning system to service the lobby area only.

Luxurious foam rubber seats will be installed in the auditorium. The seats will be staggered to permit unobstructed view of the screen. A new and larger screen will also be installed.

Wald Seeking 'T... Stories, Write...

By SAMUEL D. BERNS

HOLLYWOOD, Nov. 30. — ... studio is behind me in going ... top properties and writing ta... Jerry Wald stated in a press ... view today during which he ... nounced 20th Century-Fox's pur... for him of a group of Ernest He... way's famed "Nick Adams" s... to be drafted into one motion ... ture under the title "Adventures ... Young Man." The project will ... progress of an adventurous boy ... manhood, through maturity, and ... bring him back home to Am... after World War I.

Hotchner to Do Script

Ed Hotchner has been signe... write the screenplay for the st... which were bought at an undisc... price.

"Buying a literary masterpiec... Hemingway, D. H. Lawrence, ... liam Faulkner or James Joyce, is ... buying a Van Gogh or Rembra... Wald said in highlighting the ... portance of the writer.

'Good Pictures Make Stars'

"The public has become ... aware of writers, while we in H... wood are guilty of having pl... them down. We have to forget a... big screens and get back to ... stories. I'm not going to worry a... big stars to make my picture ... they're not available. Good pict... make stars," Wald added, referrin... "Peyton Place" and "The Long ... Summer" to illustrate his point.

Selig, Thedford

(*Continued from page* 1)

Theatres and Television, Inc. was ... nounced today by M. Spencer L... president of the division. Selig ... continue as president of Fox I... mountain Theatres.

Thedford will continue to head ... Pacific coast division of Fox W... Coast Theatres.

N. T. Plea for Drive-ins To Be Heard Dec. 8-9

From THE DAILY Bureau

WASHINGTON, Nov. 30. — H... ings on acquisition of two driv... theatres by National Theatres ... scheduled early in December. Ju... Palmieri on Dec. 8 will hear the ... posed acquisition of a drive-in ... Phoenix, Ariz., and on Dec. 9 a dr... in in Littleton, Colo., a suburb ... Denver, will be discussed.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 105 NEW YORK, U.S.A., FRIDAY, DECEMBER 2, 1960 TEN CENTS

...ceeds Pickman

...avis Named ...d-Publicity ...ead of Para.

...as National Manager of ...partment for Two Years

...Martin Davis has been appointed ...ector of advertising, publicity and ...loitation for Paramount Pictures ...p., Barney ...aban, pres...nt, announc... yesterday. ...Davis suc...eds Jerome ...ckman, whose ...pointment as ...mestic gen...l sales man...er of Para...unt was an...unced last ...ek. Davis ...s been na...nal advertis...g, publicity and exploitation man...er under Pickman.



Martin Davis

...In announcing the new appoint...ent Balaban said: "Davis' appoint...ent is a major step toward more ...tensive coordination of marketing ...d merchandising that was indicated

(*Continued on page 6*)

$2 Million Paid for 22 Pine-Thomas Post-'48s

Theatrical and television distribution rights to 22 post-1948 features produced by Pine-Thomas Corp. for Paramount Pictures release have been acquired by Colorama Features, Inc., for $2,000,000, it was announced yesterday by Jules Weil, Colorama president.

The 22 films will be available for theatrical re-issue and tv distribution, according to Weil. The films are: "El

(*Continued on page 6*)

FCC Unit Favors OK to Phonevision

By E. H. KAHN

WASHINGTON, Dec. 1. — The Federal Communications Commission has been urged by its Broadcast Bureau to grant a three-year pay-tv license to Hartford Phonevision, Inc.

At the same time a brief filed with FCC by Marcus Cohn, attorney for the Connecticut Committee Against Pay TV and five local exhibitors, urged rejection of the license application.

Phonevision's lawyer asked that permission to engage in subscription tv be granted to WHCT, a UHF station in Hartford, owned by RKO General.

The Broadcast Bureau's brief—which is supposed to have no greater

(*Continued on page 2*)

CEA to Back Officers In Suit by Chas. Woolf

From THE DAILY Bureau

LONDON, Dec. 1.—Officers of the Cinematograph Exhibitors Ass'n. named in a suit by James Woolf, managing director of Romulus Films, will have full support of CEA with solicitors of the organization instruct-

(*Continued on page 6*)

CEA Reverses Original Stand

U.K. Opposition to Pay-TV 'Unqualified'

Exhibitors Make Decision After Long Debate; Davis Report Strong Influence

By WILLIAM PAY

LONDON, DEC. 1.—The "unqualified opposition" of exhibitors to toll-television was expressed today by the general council of the Cinematograph Exhibitors Ass'n. in a report of its views on the subject requested by the government's Pilkington committee.

Contrary to expectations, the CEA council did not include in its recommendations that exhibitors should be given the opportunity to participate if the government decides to introduce pay-tv here. This clause had been contained in an early draft of the CEA report submitted to the council early in November.

Amendment of the original recommendations was approved by a "very large majority" of the CEA delegates. They made their decision after a lengthy debate, which was obviously influenced by a report made by Alfred Davis, CEA president, on his survey of toll-tv in the United States and Canada.

In a 5,000-word document on the subject Davis called toll-tv "possibly the most insidious and severe form

(*Continued on page 2*)

'Cimarron' Premiere Stirs Oklahoma City

By SIDNEY RECHETNIK

OKLAHOMA CITY, Dec. 1.—Second day of the two-day celebration heralding the governor's invitational world premiere of "Cimarron" here tonight saw the continuation of whooping-it-up and special festive events welcoming guests of M-G-M which included the picture's stars, Glenn Ford, Maria Schell, Anne Baxter—and some 50 representatives of the press from all over the world.

The festivities got under way this

(*Continued on page 3*)

'Fortune' Says Agencies Study Entry Of Commercials Into Subscription TV

Advertising agencies already are giving thought to their chances of making a place for commercials in pay-tv, if and when it arrives, the December issue of *Fortune* magazine reports.

The Young & Rubicam agency, *Fortune* says, sent representatives to Etobicoke, Ont., to make its own survey of viewer reaction to the idea of commercials on the paid-for tv programs among the subscribers to Paramount Pictures' Telemeter operation there.

Asked how they would feel if the price of the program were reduced when commercials appeared, a majority said they would not object to advertising before and after the programs, but they would strongly object to interruptions for commercials, *Fortune* reports.

The article takes note of film producers' hopes for a bonanza from pay-tv, asserting that Hollywood already is thinking in terms of turning out 1,000 or more features a year against 250 currently.

The article in general is favorable

(*Continued on page 3*)

ABC Representatives On 'Oscar' Show Set

Jerry Zigmond, recently appointed ABC director of promotional activities for the Academy Awards "Oscar" presentation; Elliott W. Henry, Jr., director of tv network press information, Western division; and Carroll Nye, publicist of the tv network press information staff, will be ABC's representatives on the Academy of Motion Picture Arts and Sciences' public relations coordinating committee for the 33rd annual "Oscar" presentation. This was announced yesterday by Mi-

(*Continued on page 6*)

Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

Complete facilities for every film need in black and white or color

PERSONAL MENTION

HENRY H. "HI" MARTIN, Universal Pictures vice-president and general sales manager, left New York yesterday for Dallas.

•

BURTON ROBBINS, president of National Screen Service, will leave Los Angeles on Sunday for Minneapolis, where he will attend the Variety Club dinner honoring JAY MACFARLAND, retiring Minneapolis N. S. S. branch manager.

•

JOSEPH E. LEVINE, president of Embassy Pictures, will return to New York today from Rome, where he conferred on production plans for "Sodom and Gomorrah."

•

LEON ROTH, vice-president of the Mirisch Co., has arrived in New York from Hollywood for talks with officials of United Artists.

•

MANNY PEARSON, publicist for 20th Century-Fox in Cleveland, has returned to his duties there following hospitalization.

•

HAROLD HECHT, producer, will leave Hollywood today for New York.

•

JACK DIAMOND, Universal's studio publicity director and co-chairman of the public relations coordinating committee for the forthcoming Academy Awards program, returned to Hollywood yesterday from New York.

•

CARY GRANT will arrive in New York on Sunday from Hollywood.

•

MRS. ROBERT PIK has given birth at Le Roy Hospital here to a boy, ROBERT ROGER. Father is president of Robert Pik Organization, distributors.

Lewis, Margulies Will Tour for 'Spartacus'

Edward Lewis, producer of Bryna Productions' "Spartacus," and Stanley Margulies, advertising and publicity director of Bryna, have been set for advance promotional tours on behalf of 12 Christmas openings of the Universal picture.

Lewis will start his tour in Houston and then go to Miami, Atlanta, Pittsburgh, and Cincinnati. Margulies will start his tour in Toronto and then go to Montreal, Cleveland, St. Louis and Seattle.

They will both participate in television and radio promotional appearances and do press interviews.

AMPA Yule Party Slated for Dec. 20

Associated Motion Picture Advertisers will have its 44th annual Christmas luncheon party on Tuesday, Dec. 20, at the Hotel Piccadilly here. Guests of honor will be stars of stage, screen, radio and television. Door prizes will be distributed as a feature of the festivities.

U.K. Opposition

(*Continued from page* 1)

of competition ever encountered by exhibition." In particular it would hurt subsequent-run theatres, he declares.

Davis says there is little doubt that pay-tv would have made progress in the U.S. a great deal faster but for the "long-standing opposition of American exhibitors."

Commenting on the Telemeter experiment in Toronto, he disputes the claim of the pay-tv company that there has been no effect on theatre attendance there. "With the present number of installations in Etobicoke," he notes, "it is almost impossible to acquire a clear view of the effect on cinema-going." If the economic future of Telemeter is to be improved, he adds, either the cost of the installations must be made cheaper and/or programs must be made more attractive.

Calls 3 Channels 'Luxury'

Additionally, he believes the three channels in Etobicoke are an "unnecessary luxury."

Regarding Phonevision, he calls it a "possibly greater threat to exhibitors with the companies concerned prepared to accept considerable losses during the experimental period." However, he says, it is "very questionable" whether these promoters can secure a regular flow of outstanding pictures.

Davis concludes that producers and distributors are "sitting on the fence," thinking that toll-tv is a possible means of a 25 per cent increase in their market which will enable them to raise the number of films they make available to exhibitors. At the same time, he adds, they "appreciate the necessity of protecting their exhibitor customers, which form the bulk of their revenue."

Sees Top Attractions Limited

Likelihood of a toll-tv station operating in this country "whole-time" is viewed as remote by Davis. Instead he sees it as functioning with the present system of tv as a portion of the program at limited peak hours. He feels outstanding attractions will be very limited and it therefore will be a long-term operation needing country wide coverage.

TENT TALK

Variety Club News

MINNEAPOLIS—Jay W. MacFarland, who retired recently as branch manager for National Screen Service here, will be guest of honor on Monday at a dinner tendered him by Variety Club, Tent No. 12. Charles Winchell, head of Minnesota Amusement Co., will serve as chairman and toastmaster.

The club also has announced that its Toyland Party, sponsored by the Ladies Auxiliary for the purpose of collecting toys for the organization's Heart Hospital, children's department, will be held on Dec. 17 at the Hotel Pick-Nicollet.

FCC Unit Favors

(*Continued from page* 1)

standing with FCC than the views of any other counsel—asserts that the record of the week-long hearings held by the commission "discloses no substantial reason why the public interest would not be served by a grant of the pending application."

It says, however, that this should be conditioned upon an undertaking by Zenith Radio (developer and patentee of the Phonevision system) and Teco, Inc. (the operating licensee) to abide by both the spirit and the letter of FCC's ground rules for the pay-tv experiment. They would also have to clear all advertising and publicity with RKO in advance. RKO would review it so as to "safeguard against misleading representations to the public."

Would Require Detailed Data

All of the companies would have to furnish FCC detailed information concerning their operations and copies of all their contracts for programming. RKO General would be required to make surveys of the impact of pay-tv on free-tv in Hartford.

Though the Broadcast Bureau finds it is not an insuperable obstacle to recommending that the application be granted, it notes that the only respect in which information supplied by Hartford Phonevision "is less complete than might be desired is the basis for the applicant's programming proposals." It notes that as of Oct. 28, "not a single commitment had been obtained from the producers of or the holders of proprietary rights in the 'box-office' type of programs" considered suitable for pay-tv.

The Bureau adds, however, that Phonevision "has persuasively shown that it is impracticable, in advance of an actual authorization to conduct trial operations, to bring negotiations with any potential program suppliers to the point of commitment as to program availability, price, release dates and other factors pertinent to subscription programming." The Bureau states that Phonevision's application "coincides in all important respects with the basic FCC criteria for authorizing a test.

In a supplementary note, the Bureau asserts that there is no foundation to Marcus Cohn's efforts to show FCC that the Paramount anti-trust case should apply to the pay-tv application.

Cohn's brief, in conclusion, requests FCC to grant additional time for oral arguments.

Some observers think FCC may act upon the pay-tv application within the next two weeks.

Industry Heads To Be on V.C. Dais

Leading figures from all branches of the entertainment industry will be on the dais at the annual installation luncheon of the Variety Club of New York Tent No. 35 on Dec. 9 at the Astor Hotel. Large attendance is indicated for the luncheon to honor Charles A. Alicoate, incoming chief barker, and Harry Brandt, retiring chief barker.

Among those who have accepted invitations to the dais are Max Cohen, Russell Downing, Jay Emanuel, J. Fitzgibbons, Jr., Ed Fabian, Sidney Fabian, Emanuel Frisch, William Goldman, Maurice Goldstein, William Heineman, Edward Hyman.

Also Rube Jackter, Saul Jeff, Harold Klein, Arthur Krim, Edward Lehman, Abe Montague, Charles Moss, Henry Martin, Eugene Picker, Samuel Rinzler, Burton Robbins, Herman Robbins, Sam Rosen, Solomon Strausberg, Joseph Vogel and Norman Wasser.

'Hur' Into Subsequent

BUFFALO, Dec. 1.—The Granada, north Buffalo deluxe Schine community operation, will show "Song Without End" through Dec. 8, when the house will close for two weeks to prepare for the subsequent run of "Ben Hur" which recently closed a nine-month engagement at Shea's Teck.

Manager Joe Garvey says the M-G-M production will open Dec. 23 at the Granada.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
WILLIAM HOLDEN
THE WORLD OF SUZIE WONG
co-starring NANCY KWAN
SYLVIA SYMS • MICHAEL WILDING
A Paramount Release in TECHNICOLOR®
ON THE GREAT STAGE "TOWN AND COUNTRY"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau: Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

...en. Drive-In Plans ...owling Nationally

Special to THE DAILY

BOSTON, Dec. 1.—General Drive-... Corporation today disclosed it will ...pand its bowling operation nation-...de with the construction in St. ...uis of the first in a chain of cen-...s outside its 500-lane, 15 center ...w England enterprise now under-...y. Philip Smith, president of the ...ston-based theatre and bowling ...m, said the "32-lane St. Louis cen-...r is the first in the country to be ...mbined with a drive-in theatre op-...ation into a single one-stop family ...creation unit."

The bowling center will occupy ...nd adjacent to the company's Man-...ester Drive-In Theatre in St. Louis. ...he company plans to continue ex-...nding with combination bowling ...n centers.

...Fortune' Says

(*Continued from page* 1)

... the idea of pay-tv and, in par-...cular, to the Zenith Phonevision ...stem to be tried out if and when ...he Federal Communications Com-...ission authorizes the applied-for ...artford, Conn. experiment. It as-...erts that "Within the next month ...r so the FCC is expected to grant ...nal approval" for the trial.

Sees Test Supplying Answers

It infers that the test will supply ...nswers to most of the basic ques-...ons concerning pay-tv "for the first ...me," and makes no reference to such ...revious pay-tv tests as Zenith Phone-...ision's in Chicago; Telemeter's in ...alm Springs, or Video Theatres' in ...artlesville, Okla., while at the same ...me implying that the Etobicoke op-...ration, with 6,000 subscribers, is too ...mited to be conclusive. It refers ...o 50,000 decoders for Hartford in-...tallation "the first year."

Most of the information in the ...rticle was covered in the hearing ...efore the FCC on the Hartford ap-...lication, which was covered in de-...ail by MOTION PICTURE DAILY at the ...ime. Exhibitor organizations that ...articipated in the hearing will be ...urprised to learn from Fortune that ...hey opposed an en banc FCC hear-...ng on the Hartford application.

Cites RCA Plans

The article asserts that the major ...v networks are prepared to go into ...ay-tv if it proves popular and says ...CA has patented a pay-tv system ...o be used in the event NBC enters ...he subscription field. *Fortune* fore-...ees the possibility of television on a ...alf pay, half free basis, the free ...alf being mostly daytime and chil-...ren's programs.

...Set Dual 'Paris' Bow

... "Rue de Paris," starring Jean Gabin, will have a dual New York premiere Dec. 20 at the 55th Street Playhouse and the 68th Street Playhouse. The picture is a Lopert Pictures release.

'Bandstand Idol' Filming at Miami Beach; Budget: $25,000; Shooting Time: One Week

Special to THE DAILY

MIAMI, Dec. 1.—InterAmerican Films is shooting "Bandstand Idol," a "quickie" film here and doing it the hard way, financially and technically. The company's announced capitalization is only $25,000, so there can be no stalling with expensive retakes.

Joe Rodero, president of InterAmerican, has kept his word that he would stay current with expenses. Salaries are paid at the end of each day. Filming started little more than a week ago and should be completed today. Larry Wolk is directing. Bill Wyler is playing one of the leads. Money is being saved by use of ready-made sets, such as International Airport, Moulin Rouge motel, etc. Candi Scott has the female lead.

Rodero will make two pictures with his own money. If they have commercial possibilities, New York producers will finance him for 24 more, he said.

'Cimarron'

(*Continued from page* 1)

morning with a downtown "Sooners to Sixties" parade with the stars, Indians, floats, bands and covered wagons in the lineup. The 50-unit parade, which included 10 separate bands, drew many thousands of onlookers during its 16 block route. The press also participated in the gala parade, riding in sleek, white convertibles.

Following the parade, the picture company's guests were entertained at a barbecue at the Kermach ranch, north of the city.

Two Showings of Film

Climaxing the two-day celebration were two showings of "Cimarron" tonight, one at Governor J. Howard Edmondson's invitation at the Midwest Theatre, the other sponsored by the Junior Chamber of Commerce at the Warner Theatre. The picture will begin its scheduled hard-ticket engagement at the Midwest Theatre Dec. 22. Other selected hard-ticket openings of "Cimarron" also will take place about that time in Kansas City, New Orleans, Philadelphia, Cincinnati, Denver and Des Moines, among others.

M-G-M executives participating in the events include Robert Mochrie, Howard Strickling, Dan Terrell, Emory Austin, in addition to Edmund Grainger, the film's producer. Also here for the events is Harry Kalmine, vice-president of Stanley Warner.

Senators Attend

Dignitaries attending the premiere included, besides the governor, the city's mayor, Jim Norick, Ed L. Gaylord, president of the Chamber of Commerce, and Max Genet, state director of industry and commerce, and Senators Robert S. Kerr and Mike Monroney.

Following the premiere, Governor Edmondson hosted a reception for stars and the press at the executive mansion.

Highlights of yesterday's special celebration events included a huge turnout at Will Rogers Airport to greet two planeloads of people arriving from both coasts carrying stars and press representatives, a caravan of Cadillacs escorting the arrivals to the Skirvin Tower Hotel, where they were guests of honor last night at a banquet put on by the Oklahoma City Chamber of Commerce. This was followed by a "Cimarron Ball," sponsored by the Jaycees at the Oklahoma City Golf and Country Club. The guests of the M-G-M "Cimarron" world premiere celebration leave tomorrow morning for their respective cities.

Preminger Meets with Press in Boston

Special to THE DAILY

BOSTON, Dec. 1.—Otto Preminger, in Boston for the opening of his stage production, "Critic's Choice," at the Shubert, which got mixed reviews from the Boston critics, three yes and three no, held a press conference, arranged by Joe Mansfield, UA exploitation chief, at the Ritz Carlton at which he detailed the making of "Exodus" for Boston film writers, and presented some views on film making. "Exodus" opens at Ben Sack's Saxon Theatre here on Dec. 21.

Preminger said he wasn't considering making a film out of "Critic's Choice," which stars Henry Fonda. "I did the play, and I think someone else should do the picture," he stated. Preminger arrived in Boston, Monday, Nov. 28, for the pre-Broadway tryout of his play; held a press conference the next day, and left for New York for a premiere of "Exodus" at the United Nations. He will be in Boston all week working on the Broadway-bound comedy. Film rights for "Critic's Choice" have not yet been sold, he said, asserting that he felt the play had "very good picture possibilities."

Looks Ahead to 4 Films

A heavy shooting schedule looms for Preminger, he revealed, with four pictures lined up: "Bunny Lake Is Missing," "Advise and Consent," "On the Side of the Angels," and "The Other Side of the Coin." He said he plans to shoot "Advise and Consent" in Washington; "The Other Side of the Coin" in Malaya.

Of Israel, where he shot "Exodus," he said: "They have the biggest motion picture audience in the world in proportion to population."

He said he felt that "Pictures have become more adult since the advent of television."

Goldenson Predicts Record AB-PT Net

Special to THE DAILY

CHICAGO, Dec. 1. — Net earnings for 1960 for American Broadcasting-Paramount Theatres, Inc. will be at a record level and substantially ahead of last year, Leonard H. Goldenson, president, reported today to members of the Investment Analysts Society of Chicago. Nine months net earnings for 1960 were $7,522,000 or $1.80 a share, close to the net earnings for the full year 1959 of $7,967,000 or $1.87 a share.



Leonard Goldenson

Goldenson stated that television is providing the major source of income and earnings toward the improvement this year. He noted the continuing expansion of the ABC Television Network, which this week reported that it had achieved, for the first time, the largest share of the total nighttime audience of the three major networks. He noted the network's preeminent position in entertainment and sports programming and stated that it is aiming for similar success in its news and public affairs programming as well.

Points to Growth Abroad

Goldenson predicted that international television will be in operation in several years. Foreign television, he added, is growing much faster than television in the United States. He noted the company's active participation in this field, with interests in stations in Australia, Venezuela, Ecuador, Lebanon and five countries in Central America.

Goldenson reported that the company's theatre business to date in the fourth quarter is running approximately equal to last year. Good quality motion pictures, he said, continue to do extremely well at the box-office.

N.Y. Film Classification Bill Is Reintroduced

Special to THE DAILY

ALBANY, Dec. 1. — Assemblyman Joseph J. Weiser, New York City Democrat, has pre-filed for the second consecutive year a film classification bill. It would permit the director of the State Education department's motion picture division, when authorized by the Board of Regents, to classify films as unsuitable for children.

The measure is virtually identical to one pre-filed last December by Assemblyman Joseph R. Younglove. Formal introduction of the Weiser measure is slated for Jan. 4, 1961, when the Legislature convenes.



SHOWMEN THE WORLD OVER

JOIN

METRO-GOLDWYN-MAYER

IN CELEBRATING

THE

First Anniversary

OF

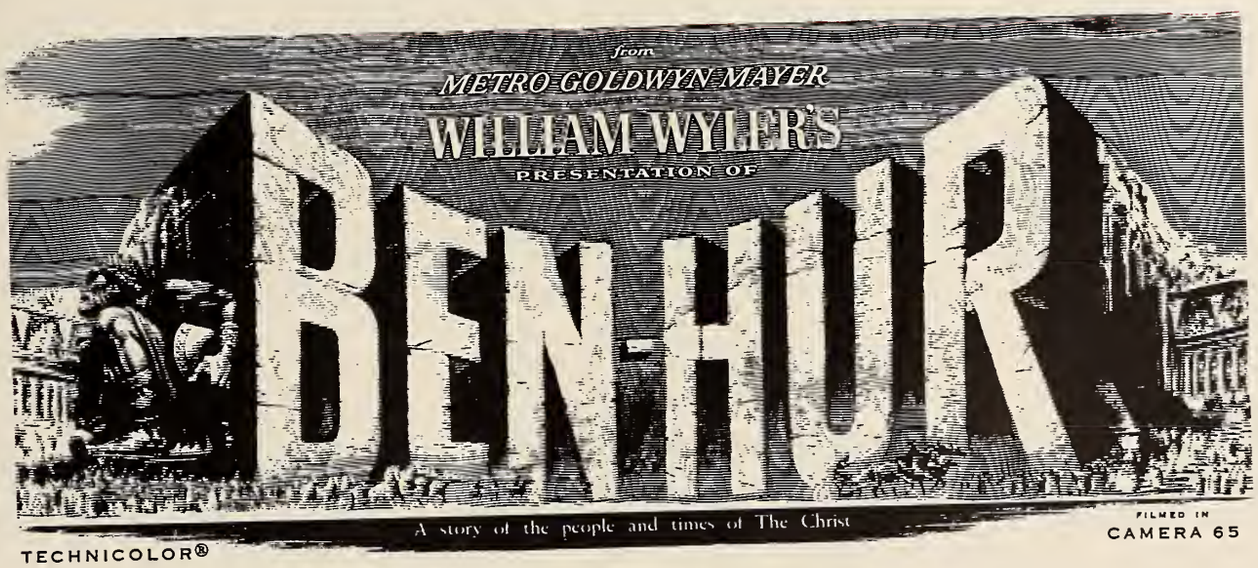
"BEN-HUR"

THE FACTS FOR THE FIRST YEAR OF THE CONTINUING SUCCESS OF THE WORLD'S MOST HONORED PICTURE . . .

SEEN BY 16,943,257

THEATRES PLAYED IN . . . 286

SHOWINGS . . 35,345



* IN ADDITION TO CONTINUING ITS LONG RUN ENGAGEMENTS IN NEW YORK, PHILADELPHIA, CHICAGO, BOSTON, LOS ANGELES, SAN FRANCISCO, TORONTO, AND IN MANY OTHER KEY CITIES THROUGHOUT AMERICA, "BEN-HUR" IS ALSO CURRENTLY AN INTERNATIONAL TRIUMPH IN SUCH CITIES AS LONDON, ROME, PARIS, BRUSSELS, AMSTERDAM, BOGOTA, HIROSHIMA, ANTWERP, TOKYO, BERLIN, CARACAS, SYDNEY, MELBOURNE, BOMBAY, BUENOS AIRES, SANTIAGO, LIMA, MANILA, LISBON, JOHANNESBURG, GENEVA and many others.

Hollywood Studios Have 35 in Work

From THE DAILY Bureau

HOLLYWOOD, Dec. 1. — With four new pictures started this week, the total number of productions currently shooting remains at 35. Three were completed.

Started were: "Gidget Goes Hawaiian," Jerry Bresler production for Columbia Pictures release: "The Ladies Man," Jerry Lewis Production for Paramount; "By Love Possessed," Mirisch Company in association with Seven Arts Productions, for United Artists release, and "Cause of Death," an independent film being produced by Arlington Productions, Inc.

Trio Finished

Completed were: "The Greengage Summer," a P.K.L. Picture for Columbia Pictures release; "The Right Approach" and "Sniper's Edge," for 20th Century-Fox.

Changes Reported on Detroit's Film Row

Special to THE DAILY

DETROIT, Dec. 1. — Following the elevation of Carl Bruss to advertising and publicity manager for M-G-M here, he was replaced as salesman by Jack McMahon, who left the United Artists exchange where he was similarly employed, to accept the post.

John Dembek, for many years buyer and booker for Cooperative Theatres of Michigan, left there to take McMahon's place.

Henry Zapp Pinch-Hitting

Earl England, buyer and booker for Cooperative Theatres, was hospitalized, and his place is being taken by Henry Zapp, formerly with Co-Op, but who left a short time ago to engage in another line of business.

'Ben-Hur' in Ohio

CLEVELAND, Dec. 1. — "Ben-Hur" in Northern Ohio: 44th week in Loew's Ohio gross soars to second best week of entire run. Opening in Madison Theatre, Mansfield, "terrific." Moves from Robbins Theatre to Daniel in Warren because big business warranted it. It opens Dec. 22 in the State Theatre, Cuyahoga Falls (Akron) with a big tie-up with the "Akron-Beacon Journal's" charities. There will be a press, radio, tv-preview invitational and proceeds will go to the newspaper's charities.

Mailings on 'Assisi'

Some 400 Catholic publications, virtually all in the U. S. and Canada, are now receiving daily mailings from 20th Century-Fox of stills and production material from the Assisi location of Plato Skouras' "Francis of Assisi," which stars Bradford Dillman and Dolores Hart. Sent directly in many cases from Italy, the material has the "on-the-spot" news quality of events as they are happening.

REVIEW:

Marriage-Go-Round

20th-Fox—CinemaScope

LESLIE STEVENS who wrote and produced this bright, lively and unusual comedy first as a successful Broadway stage play and now as this tinkling screenplay of marriage morality, here approaches from an entirely different and oblique angle the same subject he treated in "Private Lives"—sex in marriage.

This time out, it is for pure comedy, it is the husband whose marital fidelity is tempted, and the seduction is undertaken not by a pair of psychotic and criminal rapists but by a gorgeous embodiment of all the Delilahs of history who almost succeeds because of the surprise element in her attack, a combination of superbly attractive physical charm and an intellectual flattery designed to break down the sophistication of her intended victim.

The gossamer thin plot is kept generating laughs through the presence and personalities of the principals—James Mason and Susan Hayward, the couple whose marriage is threatened, Julie Newmar whose luscious physique is the temptation, and by the taut direction of Walter Lang whose experienced hand keeps the dialogue snapping and the action from dragging.

Mason is a professor of cultural anthropology and his wife, Miss Hayward, is dean of women at an ultra-modern college in Florida. Miss Newmar is the daughter of a Swedish academic friend of theirs whom they have not seen for some years. They remember her as a precocious child in pigtails. She arrives for a visit and Mason especially is taken aback at her maturity.

He is even more aghast when, alone with him she informs him that she has come to America to have a baby by him since she has arrived at the frank and straightforward conclusion that with her beauty and his brains such a child will be eugenically perfect. Further, Miss Newmar does not mind informing Miss Hayward that she wants to borrow her husband.

The developments, as Mason's surprise turns to attraction and his defenses are broken down in spite of his wife's valiant efforts, make the meat of the story. The seduction fails but whether through accident, cowardice or virtue is left to the viewer's imagination. The settings, photography in color by DeLuxe, and production values along with the marquee names, make this a top attraction. The frank approach to sex, within and outside of marriage, limits it to adults.
Running time, 98 minutes. January release date.

JAMES D. IVERS

Pine-Thomas Deal

(*Continued from page* 1)

Paso," "Mandhandled," "Captain China," "The Eagle and the Hawk," "The Lawless," "Tripoli," "The Last Outpost," "Passage West," "Crosswinds," "Hong Kong," and "The Blazing Forest."

Also, "Caribbean," "Tropic Zone," "The Vanquished," "Jamaica Run," "Sangaree," "Those Redheads from Seattle," "Jivaro," "Hell's Island," "Run for Cover," "Far Horizons" and "Lucy Gallant."

'Scandal' Bows Dec. 23

"A Breath of Scandal," Paramount Technicolor release, starring Sophia Loren, Maurice Chevalier and John Gavin, will have its New York premiere Dec. 23 at the Trans-Lux 85th St. Theatre.

Blowitz-Maskel Engaged

Continental Distributing, Inc., has engaged the public relations firm of Blowitz-Maskel Co. to handle publicity and promotion for the American engagements of "The Long and the Short and the Tall" and "The Mark."

Martin Davis Named

(*Continued from page* 1)

by the promotion of Pickman. Davis will maintain close liaison with Pickman and George Weltner on Paramount sales and merchandising programs.

"The realignment represents a powerful amalgamation of production, sales and promotional activities that will be unchallenged in the industry," he said.

Davis joined Paramount in 1958 as executive assistant to Pickman. Previously, he had been Eastern advertising-publicity director for Allied Artists since 1948, and was assistant national director of advertising and publicity for Samuel Goldwyn Productions in New York for two years after leaving the Army in 1946.

Reopen Oregon Theatre

MOUNT ANGEL, Ore., Dec. 1.— Mr. and Mrs. Wilbert Pierce are reopening their Mt. Angel Theatre here and say they will play only those pictures approved by the National Legion of Decency. The couple also operate the theatre at Estacada, Ore.

Miss Winston Te[ls] Of Her U.K. Pla[ns]

By SAMUEL D. BERNS

HOLLYWOOD, Dec. 1. — [M]iss Winston, producer of Colum[bia] "Hand in Hand," which is exp[ected] to go into release in January, [will] return to England early next ye[ar] produce T. E. B. Clarke's ori[ginal] screenplay, "Strawberry Leaves." [The] young, attractive newcomer to [the] production ranks told the pres[s at] an interview luncheon hosted by [Co]lumbia in the Hollywood Brown [Derby] by today, she will make the pic[ture] under the Eady Plan, and wa[s in] negotiation with Columbia for it[s] lease.

Will Produce for BBC

Miss Winston, enjoying dual [citi]zenship as a Canadian and Ameri[can] said she will also produce four s[pec]taculars in London for BBC [this] year, importing names like Mort S[ahl], Ernie Kovacs and Shelley Berman [for] their debut to British television [au]diences.

CEA Backs Officers

(*Continued from page* 1)

ed to act for them. In addition [the] officers will be given "complete [in]demnity" in the suit, the CEA gen[eral] counsel said here today.

Woolf is taking legal action aga[inst] Ellis Pinkney, general secretary [of] CEA, and others, over the colla[pse] of Woolf's negotiations with War[ner] Brothers to make a film. Woolf [has] charged that Pinkney wrote J[ack] Warner, president of Warner Broth[ers] last May telling him that CEA me[m]bers will not book films with wh[om] the Woolf family is concerned. Jo[hn] Woolf, brother of James, is under b[oy]cott by CEA because of the sale [of] feature films to tv by Romulus.

In other action today regarding [the] continuing fight against sales to [tv] CEA circulated a reminder to its me[m]bers that all pictures of produc[er] David O. Selznick are also under bo[y]cott. Selznick's "Rebecca" has be[en] advertised for reissue in a trade pap[er] ad here.

ABC Representatives

(*Continued from page* 1)

chael J. Foster, ABC vice-preside[nt] in charge of press information.

The Awards ceremony will [be] broadcast exclusively over the AB[C] television and radio networks ne[xt] April 17.

The coordinating committee [is] headed by Jack Diamond and Joh[n] Flinn, public relations branch repr[e]sentatives of the Academy board [of] governors.

Other members of the committe[e], previously announced, include Dan [E.] Baer and Archie A. Lee, Harshe-Rot[h]man, Inc., public relations couns[el] for the Academy, and Clarke Wale[s], director of public relations for th[e] Association of Motion Picture Pro[-]ducers.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

88, NO. 106 NEW YORK, U.S.A., MONDAY, DECEMBER 5, 1960 TEN CENTS

Cal. Survey

heatres Down Number, Up $ Volume

ve-In Growth More Than sets Decline in Gross

From THE DAILY Bureau

OS ANGELES, Dec. 4.—A 10- numerical decline in standard tres in the Los Angeles area was t by a substantial increase in the age annual volume of business of surviving theatres, a survey under- n for the Citizens National Bank is city reveals. The survey covers decade from 1948 to 1958.

ndoor theatres in the area de-

(*Continued on page 2*)

lumbia 13-Week Net ported $510,000

olumbia Pictures at the weekend orted a net profit of $510,000 for 13-week period ended Sept. 24, as pared with a net profit of $886,- for the similar quarter last year ed Sept. 26.

rofit for the quarter this year in- les $1,617,000 representing profit the sale of undeveloped land on West Coast. Net profit for the e quarter last year included

(*Continued on page 3*)

w 'Popeye' Cartoon ries Is Planned

From THE DAILY Bureau

LONDON, Dec. 4 — Halas and tchelor, the British cartoon com- ny, has been commissioned by the erican company, Rembrandt Films, produce a new series of Popeye ns.

Six cartoons in colour have been dered. Each cartoon will be six nutes in length, and is intended the American television and cin- na markets.

The first is already in production d Halas and Batchelor expects to liver it to New York before the end this year.

Zanuck to Film 'Longest Day'

By JAMES D. IVERS

Screen rights to "The Longest Day," minute by minute story of June 6, 1944—D-Day for the Allied forces — have been acquired by Darryl F. Zanuck and is now in preparation as "the most ambitious undertaking since 'Gone with the Wind,' or 'Birth of a Nation'."



Darryl F. Zanuck

Zanuck announced his purchase of the book, written by Cornelius Ryan after almost 10 years of research, at a full dress press conference Friday at the

(*Continued on page 2*)

Turner Appointed UA N.Y. Branch Manager

John Turner has been appointed branch manager of United Artists' New York exchange, it was announced by James R. Velde, UA president in charge of domestic sales.

Turner, a former branch manager

(*Continued on page 3*)

Warned in Selling Post-1948s

'Block-Booking' Films To Television Enjoined

But Court Denies U.S. Move to Force Distributors to Renegotiate Contracts

Defendants in the Department of Justice suit charging "block-booking" in the sale of feature films to television were enjoined from the practice at the weekend in a decision handed down by New York Federal Judge Archie O. Dawson.

Judge Dawson held that the defendants—six film and television companies—had violated Section I of the Serman Anti-Trust Act, as charged. At the same time, while granting an injunction, the court refused the move of the government to force the defendants to renegotiate their past contracts with tv stations on a picture-by-picture basis. He

(*Continued on page 4*)

John New UA Ass't. Exploitation Head

John John has been appointed assistant director of exploitation for United Artists, it was announced by Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation. He succeeds Al Fisher, who was recently named UA's director of exploitation.

Prior to his appointment, John was a UA fieldman, operating out of Cleveland. He came to UA after serving for seven years with Metro-Goldwyn-Mayer in New York and in the field. Before that, he spent 13 years with Stanley Warner Theatres in Pittsburgh.

He was also associated with Samuel Goldwyn, working on "Porgy and Bess."

Byrne in Independent Distribution Project

J. P. (Jack) Byrne, former Metro-Goldwyn-Mayer general sales manager, will resume business activities in the independent distribution and producers' representative fields in the near future, he said at the weekend. Discussions concerning the new business are in an advanced stage but have not been concluded yet.



J. P. Byrne

Byrne resigned his M-G-M post early in the year following an attack of hepatitis, from which he has fully recovered.

A veteran distribution executive, Byrne had been with M-G-M since 1925, filling posts in many parts of the country. He was named general sales manager in 1957 and was elected a vice-president of the company in 1959.

REVIEW:

The Wackiest Ship in The Army

Fred Kohlmar Production—Columbia—CinemaScope

HOLLYWOOD, Dec. 4

JACK LEMMON scores again in another delightful comedy role. This is a fitting successor to an earlier one he played in Naval uniform which earned him an "Oscar" for his work in "Mr. Roberts." Lemmon's name has become a boon to the box office with recent hits like "The Apartment" and "Some Like It Hot"; and this one is likewise destined to make the industry happier.

Producer Fred Kohlmar has insured a box office appetite for this nutty Naval fruitcake with cast names like Ricky Nelson for support by his millions of teenage fans, and Chips Rafferty, the popular Australian film star. Nelson also finds a spot to display his singing talent, and is a likely prospect for more and important film roles.

Based on a true story of World War II, which was brought to light in a magazine article by Herbert Carlson, the screen story, by Herbert

(*Continued on page 4*)

TELEVISION TODAY—page 5

PERSONAL MENTION

ROBERT MOCHRIE, general sales manager of M-G-M, and DAN S. TERRELL, Eastern publicity director, have returned to New York from Oklahoma City.

•

JAMES H. NICHOLSON, president of American International Pictures, and SAMUEL Z. ARKOFF, executive vice-president, are in New York from Hollywood.

•

WILLIAM O'HARE, director of advertising and publicity for Continental Distributing, Inc., will leave here today for Toronto to discuss promotion plans for "Hippodrome."

•

HAROLD MIRISCH, president of the Mirisch Co., and MARVIN MIRISCH, vice-president, have arrived in New York from the Coast for conferences with officials of United Artists.

•

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has returned there from Chattanooga, Tenn.

•

HARRY GOLDSTONE, general sales manager of Astor Pictures and Atlantic Television, has left here for Chicago, St. Louis, Jacksonville and Atlanta.

•

ERNIE SHAPIRO, of Southern Poster and Printing Co., Atlanta, has returned there with MRS. SHAPIRO from Chicago.

Reopenings in Florida

JACKSONVILLE, Dec. 4.—Three of Florida's shuttered theatres were reopened under new names on Thanksgiving Day. They are: Cecil Cohen's local Roxy, formerly the Dixie; M-G-M's Theatres' Tropic, which was previously known as the Fain, and William B. Cornell's B. and B. Drive-in, Kissimee—the old name was the Kissimee Drive-in.



'Life' Editorial Suggests Private Censorship Of 'Adult' Films — Opposes the Public Method

"Private" censorship of motion pictures as opposed to "public" censorship is advocated in an editorial in the current issue of "Life" magazine commenting on rising complaints against "adult" films.

"If movies are bluer than ever" the editorial says, "there is little doubt about the reason. The Supreme Court, the Hollywood Production Code, and general public sentiment (including that of the Legion of Decency) have combined to relax the old Hays Office taboos in favor of more 'mature' and lifelike screen standards. In law and in fact we are a less puritancial country than we were five or 10 years ago. The chief result has been a number of more venturesome and generally better movies—but also a wave of smut."

As to what should be done, the editorial finds "public" censorship a "poor answer to this problem." Instead, it suggests citizens do their own censoring—especially parents. The latter are advised to read ads, reviews, and guidance lists, such as that of the Legion of Decency.

On the Legion, the editorial says, "Its list is not coercive and its methods since 1957 have been less censorious than promotional of 'what is morally and artistically good,' as the new pledge puts it. . . . The 1960 rise in its 'objectionable' category reflects a change in Hollywood, not a relapse by the Legion."

'Denver Post' Says Public Will Get What It Wants, Even Censors

DENVER, Dec. 4—The public will get what it wants, even if the end is censorship, says "Denver Post" drama editor, Larry Tajiri, in a column of comment on current adult film developments.

"Some film producers have mistaken license for liberty," he asserts. "Now the reaction is setting in and a new age of Victorian prudery threatens.

"The point is that the movies, an amalgam of various art forms—writing, acting and photography—need freedom to survive. The history of repression is that the arts wither. Basically, the problem is one of responsibility and taste. There is hardly a dramatic situation . . . which could not be handled with taste.

"If sex and violence can be translated into big profits, the fast-buck boys, and Hollywood has its share of them, will be ready to supply these ingredients, while worthier films with nobler themes will die of apathy. Let's face it. The public will get what it wants even if the end is censorship."

Zanuck to Film 'Longest Day'

(*Continued from page* 1)

20th-Fox home office. The picture, as did the book, will go behind the major historical facts of the massive invasion of Europe and tell the story of D-Day from the point of view of everyone concerned from generals to privates and in all the forces involved, German as well as American, British and French.

"The story in essence," Zanuck said, "is of the astonishing mistakes on both sides. We made every possible military error but the Germans made the biggest of all in refusing to believe that this was the invasion. We couldn't have won unless God had been on our side."

To keep the purpose of the book in exploring all events of that day from every possible viewpoint, Zanuck said he planned to use four directors — German, French, English and American—to handle the sequences involving their own nationals. Similarly the cast will be drawn, insofar as possible from these four countries. There are 27 major roles in the advance treatment he has prepared, the producer said, ranging from Generals Theodore Roosevelt, Jr., who won a Congressional Medal of Honor on Omaha Beach, and Erwin Rommel, who had left his headquarters to visit his wife in Berlin that fateful day, to Dutch Schultz, American paratrooper who won $1,000 in a crap game while waiting to board his ship but deliberately lost it when he learned through scuttlebutt of their destination.

Zanuck refused to estimate the cost of the picture other than that it would cost "millions." He will not use stock footage he said, but will re-create every moment of the day, mostly on actual location. One big problem, he said, is the collection of equipment, ranging from outdated bombers to landing ships and amphibious tanks. He has been promised, he said, the cooperation of NATO and of all the Governments concerned, including West Germany, provided the script is approved.

He would like to keep the length of the picture under three hours, he declared, but he repeated a principle which he said he first enunciated 25 years ago, "A picture should last as long as it is good."

Gross Is Record For Dot Records

Dot Records, Inc., a subsidiary of Paramount Pictures, will gross in excess of $11 million for the calendar year 1960, Randy Wood, president of the phonograph record company, has reported to Barney Balaban, president of the parent company.

With six weeks remaining in the year, Dot had already passed the $10 million mark in sales, according to Wood, putting the 1960 business nearly 30 per cent ahead of 1959's gross sales of $8,600,000.

The all-time peak sales volume is mostly attributed to three successful sales drives during the year: Stereo Month in January, which accounted for almost $2 million; a six-week heavily advertised summer sale to consumers in June and July, which grossed over a million dollars; and the 1960 fall program from Sept. 1 to Oct. 15, which accounted for nearly $3 million in sales.

Theatre Total Down

(*Continued from page* 1)

creased from 392 in 1948 to 307 in 1958, and in the same period the annual volume of business per theatre rose from $138,400 to $153,300 for a gain of 10.8 per cent.

The figures are regarded as significant in that they are believed to reflect developments which are more or less typical of theatre operations throughout the country during the period.

In the same decade, drive-in theatres in this area increased from 1 doing an annual business of $182,5 per theatre, to 48, with an annual volume of $344,500 per theatre, an 88 per cent increase.

On gross annual business, indoor theatres, of course, showed a decline during the 1948 to 1958 period. However, this decline was more than offset by the sharp increase in drive-in theatre business during the same period.

Indoor theatres in the Los Angeles and Orange county area grossed $54 247,000 in 1948, whereas in 1958 they had declined 13.2 per cent to $47 075,000. On the other hand, drive-in theatres in the area grossed $2,190,000 in 1948, compared with $16,534,000 in 1958, a 655 per cent gain.

These standard and drive-in theatre grosses compare with a total of $128 988,000 spent for all amusements and recreation in the area in 1948, and $292,635,000 in 1948.

The survey noted that 93.5 per cent of the entire motion picture production and distribution services are located in the two-county area, which contains 43 per cent of the state's population.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Leonard H. Goldenson, president American Broadcasting-Paramount eatres, speaking at the fund rais- dinner for the Institute of Logo- lics on Friday, called communica- ns the world's alternative to de- ction, "the way to better under- nding and mutual cooperation." is a trustee of the institute, a rld leader in the field of speech abilitation.

□

Arthur Knight, author and film tic, has been named by executive oducer Jack Copeland, of Allied ists informational films division, to ite the script for a 90-minute tele- ion special dealing with the life l times of David Wark Griffith, oneer in the production of feature tion pictures.

□

George Thomas, Jr., has resigned publicity director of Stanley Kram- Pictures to become a partner in owitz-Maskel Co., public relations m. Thomas had been with Kramer ice early 1958.

□

Peter Rogers, producer of the Carry On" films, has been elected the board of directors of Anglo nalgamated Film Distributors, the ganization which handles the series.

pecial Release Plan or 'Pepe' Discussed

A special release plan for "Pepe" as outlined to distribution executives Columbia Pictures from all over is country and Canada by Rube ckter, vice - president and general les manager, in a meeting here at e weekend.

The "Pepe Circle Plan of Release" ill be of great interest to all exhibi- rs, Jackter said. Details will be an- ounced later.

On Saturday "Pepe" trailers were ewed and promotional material was plained to the group.

"Pepe" will world premiere at the riterion Theatre in New York on ec. 21, with a Southern premiere in liami set for Dec. 23, and a West oast opening in Los Angeles set for ec. 28.

wo Galatea Features re Acquired by AIP

From THE DAILY Bureau

HOLLYWOOD, Dec. 4. — Amer- an International Pictures finalized greements with Leonello Santi, pres- ent of Galatea Films of Rome dur- g his stay in Hollywood for dis- ibution of "House of Fright," arring Barbara Steele and John ichardson, for which AIP has ac- uired Western Hemisphere rights, d "Revolt of the Barbarian," star- ng Jack Palance, which was ac- uired for Far East and South merica.

Invite British Film To Mar del Plata

From THE DAILY Bureau

LONDON, Dec. 4—The Mar del Plata International Film Festival authorities have invited as a film of special merit a new British production "The Long and The Short and The Tall" as a competitive entry.

"The Long and The Short and The Tall" is a Michael Balcon production for Associated British, directed by Leslie Norman starring Richard Todd, Laurence Harvey and Richard Harris.

Britain now has two films for presentation at Mar del Plata. The other is "Saturday Night and Sunday Morning."

Columbia Net

(*Continued from page* 1)

$1,302,000, of which $1,100,000 represented foreign prints and advertising capitalized and written off on an amortization basis instead of being charged as current operating expenses as heretofore. Balance of $202,000 represented the sale of undeveloped West Coast property.

The report noted that no federal income tax provision was required for the quarter based on the loss carry-forward available to the company from previous years.

Turner Named

(*Continued from page* 1)

and district manager for UA, will begin his new assignment on Dec. 19, under the supervision of D. J. Edele, Southern division manager. Turner was previously associated with UA for seven years, before going into private business.

Extra Common Stock Dividend Set for RCA

In addition to the regular quarterly cash dividend of 25 cents per share on the common stock of the Radio Corporation of America, a 2 per cent common stock dividend was announced at the weekend by chairman David Sarnoff and president John L. Burns, following a regular meeting of the board of directors.

These dividends are payable to holders of record at the close of business on Dec. 16, 1960, the cash dividend on Jan. 23, 1961, and the stock dividend on Jan. 30, 1961.

At the same time, a dividend of 87½ cents per share was declared on the first preferred stock for the period Jan. 1, 1961, to March 31, 1961, payable April 1, 1961, to holders of record of such stock at the close of business on March 6, 1961.

On the basis of Thursday's closing price of RCA common stock on the New York Stock Exchange, the 2 per cent stock dividend would be equivalent to approximately $1.10 per share. A 2 per cent stock dividend was also declared last year.

Powell Extends Contract with Fox

From THE DAILY Bureau

HOLLYWOOD, Dec. 4. — Dick Powell's producer-director contract at 20th Century-Fox has been suspended and extended by executive producer Robert Goldstein.

Powell, whose duties as president of Four Star Television carry extremely heavy commitments for the coming year, asked to be released from the remainder of his five year contract.

Four properties that were in various stages of preparation, "Solo," "Big River-Big Man," "Bachelor Baby" and "Cassino," will be assigned to other producers.

Extension of Powell's 20th-Fox contract calls for him to produce and direct one picture in 1962 and another in 1963.

To See 'Spartacus'

School editors representing colleges and high schools in New York, New Jersey and Connecticut will attend special "school reviewers" performances of "Spartacus" at the DeMille Theatre here during this week. More than 100 representatives of their school newspapers will be included in the group of young critics.

Premingers, Lawfords To Be at 'Exodus' Bow

Special to THE DAILY

KANSAS CITY, Dec. 4—Mr. and Mrs. Otto Preminger and Mr. and Mrs. Peter Lawford will be at the ribbon cutting ceremonies of the new Empire Theatre here on Dec. 19. The Empire officially opens on Dec. 21 with a reserved-seat, ten-performances-a-week schedule of Preminger's production of "Exodus."

Lawford stars in the film. Sal Mineo and Jill Haworth, also in the cast, will be in Kansas City in Dec. 6 to take part in pre-opening ceremonies of the picture.

'Gorgo' for February

"Gorgo," a King Brothers production, will be released by Metro-Goldwyn-Mayer in a group of selected key cities in February. This was decided over the weekend at a series of meetings held by Joseph R. Vogel, president of M-G-M; Robert Mochrie, vice-president and general sales manager; Morton A. Spring, president of M-G-M International, and other top executives, following a screening of "Gorgo" in New York. Frank and Maurice King, who also attended the weekend meeting, return to Hollywood today.

Don't miss the boat!
Order your **EXODUS** tickets now and give to the Will Rogers Memorial Fund Benefit December 18th 8:30 P. M.



TICKETS: $25.*—$10.—$5. each
*includes buffet dinner before performance.
WARNER THEATRE N.Y.

WILL ROGERS MEMORIAL FUND 1501 B'way., Rm. 1307, N.Y., N.Y.

NAME _____

ADDRESS _____

NO. OF SEATS _____ AT $ _____

A.A. Stock Deals Pace SEC Activity

From THE DAILY Bureau

WASHINGTON, Dec. 4. — Sales of common stock in Allied Artists pictures stand out in the Securities and Exchange Commission report of "insider" transactions reported from Oct. 11 to Nov. 10, 1960. George D. Burrows, an officer and director, sold 2,000 shares in October, retaining 41,776. Sherrill C. Corwin, a director, sold 3,600 shares, keeping 23,400. Robert W. Hurlock, a director, acquired 300 shares, bringing his holdings to 20,500. Herman Rifkin, also a director, sold 4,000 shares in September and 1,000 shares in October, retaining 14,261. Rifkin management holds 13,007. Sam Wolf, an officer, disposed of 1,550 shares, keeping 22,000.

Robin Buys Cinerama

Robin International, Inc., a corporation listed under the name of Nicolas Reisini, officer and director of Cinerama, Inc., acquired 41,300 shares of Cinerama common in October, bringing the firm's holding to 87,650 shares. Reisini holds 350,000 shares.

Samuel J. Briskin, an officer and director of Columbia Pictures, exercised an option to acquire 16,971 common shares in October, bringing his holdings to 19,232. S. J. Briskin Pictures and Fico Corp., listed under his name, holds 564 and 117,763 shares, respectively.

Cowan Acquires Filmways

William Cowan, an officer of Filmways, Inc., received 1,000 shares of common in August from the issuer for services rendered, his entire holdings. Martin Ransohoff, an officer and director of Filmways, disposed of 1,000 shares in October, retaining 107,367. His children hold 15,536 shares.

Shifts in holdings in Glen Alden Corp., theatre operator, were made in October by two directors, Albert A. List and Vera G. List. Albert List disposed of 6,000 shares, retaining 576,814. Vera List, as trustee, acquired 6,000 shares and disposed of 6,000 shares, keeping 521,853.

Transaction by Hofman

Herbert A. Hofmann, a director of Loew's Theatres, Inc., as trustee, acquired 100 shares in September, bringing the trustee holdings to 1,100 shares. Hofmann is listed as holding 1,000 shares.

Charles F. McKann, a director of Stanley Warner Corp., disposed of 100 shares of common in October, retaining 600.

Harry Brandt, a director of Trans-Lux Corp., acquired 800 shares of common in September and holds 162,900. Foundations listed under Brandt acquired 1,100 shares and disposed of 2,300 shares, retaining 34,-180. Jay Emanuel, a director, acquired 600 shares in October, bringing him up to 13,900 shares. Another director, Milton C. Weisman, disposed of his entire holdings of 1,000 shares in September.

Robert S. Benjamin, a director of United Artists Corp., disposed of 400 shares of common in October, keeping 300.

The Wackiest Ship in the Army

CONTINUED FROM PAGE 1

Margolis and William Raynor, which was put into screenplay and directed by Richard Murphy, registers as pure escapist entertainment for the entire family.

Lemmon receives a very capable assist in building laugh situations through the selection of a loyal, though inexperienced crew for the antiquated vessel enlisted for a special mission. Mike Kellin is the chief mate who screams his commands at Joby Baker, Warren Berlinger, Joe Gallison and Alvy Moore.

The story deals with Lemmon's being tricked into accepting command of the derelict ship by his peace-time buddy, John Lund, now a Lt. Commander, with the aid of Ensign Ricky Nelson and Lund's attractive secretary, Patricia Driscoll. Lemmon trains his crew to handle the sailing vessel, and its unpredictable swinging boom, and reaches New Guinea through a raging storm and the mined entrance to Port Moresby. He learns from Tom Tully that Richard Anderson has been assigned to take over the crew and the ship with Chips Rafferty aboard as an Australian scout to guide them to Japanese infested Cape Glouster where they can report on Japanese ship movements. Lemmon resents Anderson's attitude and takes off on the mission with himself in command.

The wacky ship glides over dangerous reefs and the crew dress as natives to fool Japanese scouting planes. Once ashore they discover the Japanese Navy preparing for an assault. They are able to send information through in time to Port Moresby which results in the defeat of the Japanese in the Battle of the Bismarck Sea; but not before they have an encounter with Japanese captors whom they outwit with the aid of the swinging boom.

The Wacky U.S.S. Echo is blown up off the Cape, but Lemmon and his crew are rescued by U.S. Naval planes; and Lemmon and Nelson are each rewarded with promotions to command of their own ships. Running time, 100 minutes. Release, in January.

SAMUEL D. BERNS

TV 'Block-Booking' Enjoined

(*Continued from page* 1)

said, instead, the distributors should "offer to renegotiate" these completed deals.

When it comes to selling post-1948 films in the future, however, Judge Dawson issued a warning to the defendants, "Certainly," he said, "we would not want the defendants to follow certain of the procedures which they followed in reference to the pre-1948 films and which are found in this opinion to be in violation of anti-trust laws."

Defendants in the suit were Loew's, Inc., C & C Super Corp., Screen Gems, Associated Artists, United Artists, and National Telefilm Associates. The suit was originally filed in the spring of 1957. It finally came to trial in March of this year and lasted 36 days. Louis Nizer was chief counsel for the defendants.

In supporting the government by issuing an injunction against "block-bookings," Judge Dawson said the decision was dictated by the "facts of the case—the present state of licensing feature films to tv.

"As appears from specific finding of facts relating to the particular defendants," he said, "the defendants have each, from time to time and to the extent set forth in the specific finding of facts, licensed or offered to license one or more feature films to television stations on condition that the licensee also licenses one or more other such feature films. They (defendants) have from time to time and to the extent set forth in the specific finding of facts, refused expressly or impliedly, to license feature films to television stations unless one or more feature films were accepted by the licensee."

Calls Language Too Broad

In denying the government request that past contracts be renegotiated the judge said there was no legal foundation for it. "The language set forth in the (government) complaint is too broad. The anti-trust laws do not require that every owner of a product must be ready to offer such product for sale to anyone interested in purchasing it. Nor do the anti-trust laws prevent the owner of television films from offering them in groups or blocks. The law simply requires that a person may not condition the sale of one product upon the purchase of another product; or the licensing of one television film on another."

Any injunction to the latter effect would be appropriate, the judge declared, "as the language of any injunction should be determined in the settlement of the decree."

The judge also pointed out that there are other alternatives in seeking re-negotiation of existing contracts provided for in the Sherman Act. Private parties injured in anti-trust law violations, he noted, may sue for an injunction and for damages and may recover treble damages.

Referring to sales of films to tv in future, Judge Dawson observed that "news stories indicate the so-called post-1948 films are about to be made available for licensing to the television industry." He then made the warning against following procedures used in selling pre-1948 pictures in regard to the newer product.

TENT TAL

Variety Club New

CHICAGO — Robert Conn, former manager of the 20th Century Fox office here, who has been promoted to the "national sales cabinet recently formed by general manager Glenn Norris, was guest of honor on Friday at a dinner tendered him here by Variety Club, Tent 26. **Nat Nathanson,** midwest division manager of Allied Artists, was chairman, with **Jack Kirsch** and **Lustgarten** as co-chairmen.

△

NEW ORLEANS — Tent No. on Thursday will hold its Christmas Party in the grand ballroom of the New Orleans Athletic Club. Dinner will be served at 6 P.M., followed by hours of entertainment. Proceeds from the affair are added to the charity coffers.

Music Hall Christmas Show Starts Thursday

Radio City Music Hall's Christmas presentation, a three-part screen and stage program, will open on Thursday. Screen attraction, will be the world premiere of Warners' "The Sundowners." It will be accompanied by the Music Hall's traditional pageant of "The Nativity," produced by Leon Leonidoff, and "Holiday Wishes," a new revue staged by Russell Markert featuring the Rockettes, Corps de Ballet, Symphony Orchestra and Grand Organ directed by Raymond Paige, and special guest artists.

Tie-In for 'Greener'

Universal Pictures and the 280 Associated Food Stores in the Greater New York area have developed a tie-up on "The Grass Is Greener." Associated will salute the film in its two-page newspaper ads in the *New York Daily News;* the *Daily Mirror;* the *Post;* the *Long Island Press* and *Newsday* on Thursday, Dec. 8, and on Thursday, Dec. 15.

Who's Where

Nicholas C. Gilles, formerly NBC ctor of business affairs, operations engineering, has been named ctor of business affair, NBC-TV work.

□

Ralph Petti, operations manager at OY, Sacramento, Calif., has taken r additional duties as assistant to Randal, president of T. R. Protions, of San Francisco and ttle.

□

ack Winters, formerly of the pubty department at WTVJ-TV, Mi, owned by Wometco Enterprises, eaving that post to join WCKT-, in the same city.

□

Kenneth C. Marthey, formerly a vision producer and group head Benton & Bowles and McCannckson, has joined the staff of On ms, Inc., Princeton, N. J., as a proer-director.

MGM-TV Signs for Two Series with NBC

MGM-TV has completed arrangents with the National Broadcasting mpany for the co-production of o series of programs, each one ur in length, planned for the Fall, 61 season. The announcement was ade by John B. Burns, general sales nager for MGM-TV and David vy, vice-president in charge of proams for NBC-TV.

The first, "Cain's 100," conceived d created by Paul Monash, centers ound a government law enforceent agent battling syndicate crime. e other, "Woman in the Case" is anthology series with a woman as e motivating force in each crime or venture. It was developed by Monh, based upon the book by Edgar istgarten.

Monash will be executive producer r both series.

MGM-TV currently has "National elvet" as a Sunday night feature on BC and has "The Islanders" as an our-long feature on ABC-TV, also Sunday nights.

CPC Acquires Interest in Vancouver Station

Special to THE DAILY

TORONTO, Dec. 4. — Associated elevision Ltd. and Famous Players anadian Corp., Ltd., have purchased block of stock in Vantel Broadcastg Co., Ltd., owner of Vancouver's ew tv station, CHAN-TV.

The block is less than 25 per cent authorized capital, with the actual mount of stock involved and number shares will be sold to each buyer ot disclosed.

This will be the fourth tv station which Famous Players is interested, he others being Kitchener, and two Quebec City, an English-language nd French language stations.

IRS Permits Producers of TV Films To Use the Income-Forecast Method

By E. H. KAHN

WASHINGTON, Dec. 4.—The Internal Revenue Service has ruled that producers of television films may use the income-forecast method for depreciating rental films. It denies them the right to use the cost-recovery method.

IRS also rules that television films shall not be depreciated below a reasonable salvage value.

The IRS ruling notes that customary depreciation methods "are in most cases inadequate when applied to television films, resulting in a distortion of income" on tax returns. The distortion is attributed to "a strikingly uneven flow of income earned by groups of programs within the series, resulting from contract restrictions, methods of distribution and audience appeal." It notes that reruns of successful programs may provide additional income over a period of years, whereas unsuccessful film series may produce little or no income after the first exhibition.

Stresses 'Flow of Income'

The business usefulness of assets like a television film series, IRS says, "is measureable over the income it produces and cannot be adequately measured by the passage of time alone. Therefore, in order to avoid distortion, depreciation must follow the 'flow of income'."

IRS observes that some producers of television films have used the so-called "cost recovery" method in reporting their income. Under this method, no taxable income is reported until the income from films exceeds their cost. "Such 'cost recovery' method is not acceptable for federal income tax purposes," IRS asserts.

Called 'Readily Adaptable'

After "an extensive study and consideration of the matter," IRS has decided that the "income forecast" method is "readily adaptable in computing depreciation of the cost of television films without producing any serious distortion of income."

The federal tax experts give the following summary of this method: it requires "the application of a fraction, the numerator of which is the income from the films for the taxable year, and the denominator of which is the forecasted or estimated total income to be derived from the films during their useful life, including estimated income from foreign exhibition or other exploitation of such films.

Adjustment Permitted

"The term 'income' for purposes of computing this fraction means income from the films less the expense of distributing the films, not including depreciation. This fraction is multiplied by the cost of films which produces income during the taxable year, after appropriate adjustment for estimated salvage value."

IRS adds that if the estimated income from the television films should be less than their cost, resulting in a loss, the use of the income-forecast method for computing depreciation "will reflect such loss in the proper taxable year based on the amount of income from the films derived in each taxable year."

Adjustments can be made, IRS states, if in subsequent years it is found that the income forecast was substantially different from reality. In this case, an adjustment can be made in forecasting income for subsequent years.

In these circumstances, "the formula for computing depreciation would be as follows: income for the taxable year divided by the revised estimated income (the current year's income and estimated future income), multiplied by the unrecovered depreciable film cost remaining as of the beginning of the taxable year."

IRS observes that "the total forecast of estimated income to be derived from the films should be based on the conditions known to exist at the end of the period for which the return is made." This estimate can be revised upward or downward as conditions change.

Warning on Depreciation

The tax authorities warn that television films may not be depreciated below a reasonable salvage value, "such value being the amount which it is estimated will be realizable upon sale or other disposition of such films when they are no longer useful in the taxpayer's trade or business or in the production of his income.

"The time when such films are no longer useful in the taxpayer's business, etc., may vary according to his policy with respect to the use thereof. If the taxpayer's policy is to dispose of the films after the initial showing, the salvage value may represent a relatively large proportion of the original cost of such films.

"However, if the taxpayer customarily uses the films after the initial showing for re-runs, syndication, foreign exhibition, or other exploitation thereof, the salvage value may represent a relatively small proportion of the original cost."

IRS points out that the principle of income forecast as set forth in Revenue Ruling 60-358 "is limited in its application to television films, taped shows for reproduction and other property of a similar character."

FCC Says Church Unit Must Note Sponsorship

From THE DAILY Bureau

WASHINGTON, Dec. 4. — The Federal Communications Commission has denied a request by the Broadcasting and Film Commission of the National Council of Churches of Christ to omit the normally required sponsorship announcement on films and tapes that it distributes.

Performers, Nets In Agreement

An agreement in principle "in all substantive areas" has been reached for a new contract between the Screen Actors Guild and American Federation of Television and Radio Artists and the network producers and advertising agencies.

A joint statement to that effect was issued by the groups at the weekend.

Guild and Federation negotiators will take the proposed agreements, details of which were not disclosed, before their respective national boards for approval and subsequent membership ratification.

Further Talks to Be Held

Subject to these approvals, the announcement said, further meetings between the parties will be held in New York and in Hollywood to draft agreements embodying all the new terms and conditions.

The performers' contract with the networks expired Nov. 15 without an agreement on terms of a new one having been reached. In the meantime, regional boards and members of the performers' unions had authorized a strike call if and when union officials had deemed one necessary.

Velotta Replaces Daly For ABC on NAB Unit

From THE DAILY Bureau

WASHINGTON, Dec. 4. — The National Association of Broadcasters has appointed Thomas Velotta, vice-president, American Broadcasting Co., as a member of the NAB Freedom of Information Committee, representing ABC.

Velotta, ABC vice-president in charge of special projects, replaces John Charles Daly on the committee. Daly recently resigned as ABC vice-president for news, special events and public affairs.

The 17-member NAB Freedom of Information Committee represents radio and television broadcasters in seeking free access to the news and its dissemination without restriction or discrimination.

TelePrompTer CTV Is Set for Hawaii

Special to THE DAILY

HONOLULU, Dec. 4. — TelePrompTer Corp. and industrialist Henry J. Kaiser have announced plans for a jointly-owned corporation to provide a community antenna tv system making possible educational programming and improved television reception in the State of Hawaii.

Kaiser and TelePrompTer chairman and president Irving B. Kahn said the new company will install and operate community antenna facilities in the Islands, beginning with the Kaiser organization's development of the new resort city of Hawaii Kai for 75,000 people at Honolulu.

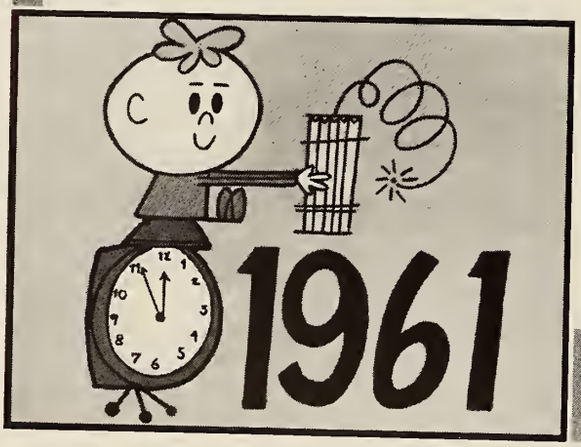
make it a BOXOFFICE HAPPY NEW YEAR'S EVE!

SELL 'EM YOUR NEW YEAR'S EVE SHOW

with National Screen's fully-animated cartoon trailer . . . Packed with ACTION! Loaded with SELL! . . . and *cute* as a bug's ear!



GNY-60 (N)...$3.75



Then...

Begin the *countdown* to 1961 with National's new, fully-animated

NEW YEAR'S EVE CLOCK TRAILER

A joyous introduction to the New Year . . . with a riot of FUN . . . delightful SUSPENSE . . . and a friendly NEW YEAR GREETING . . .

NYC-60 (N)...$3.75
with "AULD LANG SYNE" sequence NYA-60 (N). $6.95

Followed by THE AULD LANG SYNE TRAILER

The traditional New Year's Eve "Community Sing" . . . that puts your patrons in a festive mood for a happy, happy New Year that will endure throughout 1961!

ALS 60 (N)...$5.50

TITLE: ***LET'S EVERYBODY SING!***

Should Auld Acquaintance be forgot
and never brought to mind
Should Auld Acquaintance be forgot
And days of Auld Land Syne.

For Auld Lang Syne My Dear
For Auld Lang Syne
We'll take a cup of kindness yet
For Auld Lang Syne

It's your *big* chance to *throw a party* . . . to convince your patrons that the *real* FUN they've been searching for is available at your theatre 365 days each year! TELL 'em... and SELL 'em...with

National Screen SHOWMANSHIP!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 107 NEW YORK, U.S.A., TUESDAY, DECEMBER 6, 1960 TEN CENTS

e Speedy Action

aly Advances ilm Script ensorship Bill

binet Meet Approves ; Now Up to Parliament

Special to THE DAILY

ROME, Dec. 5—A government bill viding for official censorship of mo- picture scripts in advance of oting was approved by the Chris- Democratic government at the ekend.

The measure is now before Parlia- nt, which is expected to act on it mptly.

The bill was drawn up by the Jus- e Ministry. On Saturday it was ac- pted at a meeting of Premier Amin- e Fanfani's Cabinet.

While it is aimed in particular at tive films which have been the gets of the Italian censors for the st two months, it will apply to

(*Continued on page 4*)

Winikus Special Ass't. o Picker in U.K., Cont.

Arnold M. Picker, United Artists ce president in charge of foreign stribution, yesterday announced the pointment of Francis M. Winikus his special assistant supervising ad- rtising and publicity for the United ingdom and Continental Europe in- uding the Middle East.

In his new post, Winikus will be

(*Continued on page 2*)

Pathe-Alpha Changes To Pathe-American

From THE DAILY Bureau

HOLLYWOOD, Dec. 5. — Pathe- lpha Distributing Co. has changed s name to Pathe-American Distribut- ng Co. The new name incorporates ames of the America Corporation nd its subsidiary, Pathe Laboratories, nc.

Pathe-America recently announced

(*Continued on page 4*)

TELEVISION TODAY—page 4

Censorship of TV Shows Provided for In Bill 'Pre-Filed' in N. Y. Legislature

Special to THE DAILY

ALBANY, Dec. 5.—Censorship of television programs-specifically of "play rehearsals, television scripts and films," but excluding those portraying "sports, current events or pictorial news of the day, or excerpts from the public press" —is again proposed in a bill "pre-filed' " by Assemblyman A. Bruce Manley, Chautauqua County Republican. This is the second year Manley has pre-filed such a measure, the third year he has introduced it. The proposal was "killed" by the Assembly Ways and Means Committee in 1959 and 1960.

Manley has made television a field of study. At the last session, he also pushed hard for the enactment of a bill "controlling" TV surveys and polls. The pre-filed 5-page act states that "There shall continue to be in the

(*Continued on page 4*)

NT&T Seeking A. L. Franchise

From THE DAILY Bureau

HOLLYWOOD, Dec. 5—National Theatres and Television, Inc. is reported in contention for obtaining the American League franchise for Los Angeles. B. Gerald Cantor, board chairman, left yesterday for St. Louis to make his bid with the Major League owners.

Cantor views the possible acquisition as a boon to the company's diversification program, which would utilize 65 theatres in the L. A. area as ticket booths for ball games, and future pay-tv telecasting via present

(*Continued on page 4*)

Rites Held for Le Boss, Cinema Circuit Official

Funeral services were held at The Riverside here yesterday for Murray Le Boss, executive of the Cinema Circuit Corp. and director of the Independent Theatre Owners Association, who died Sunday at the age of 55.

A brother-in-law of Max A. Cohen, president of Cinema Circuit Corp., he is survived by his widow, Pearl, and two children, Gary and Andrea, also three sisters, Patty Minnick, Anne Cohen and Mildred Silverman.

Rehabilitation of Theatres Is Cited

The large number of roadshow attractions in 70mm during the past year and in the offing is having a salutory effect upon the physical condition of theatres throughout the United States and Canada. These are the recent findings of F. J. A. McCarthy, Universal Pictures sales head for "Spartacus," and Jeff-Livingson, executive coordinator of sales and advertising, who have inspected theatres in most key cities in connection with "Spartacus" bookings.

Rehabilitation of theatres in order to compete for roadshow product has ranged from the mere projection and

(*Continued on page 6*)

REVIEW:

Cimarron

Metro-Goldwyn-Mayer—CinemaScope

In 1931 RKO's filmization of Edna Ferber's sweeping novel of the building of Oklahoma was one of the truly great pictures of the year, and is still considered on the lists of most motion picture experts as one of the outstanding Westerns of all time. The earlier version co-starred Richard Dix and Irene Dunne.

The current adaptation of the Ferber book has been made into a fine, slick production effort by producer Edmund Grainger, who has updated the original with new dialogue and situations. Anthony Mann directed in deft fashion from a fine screen play by Arnold Shulman.

Glenn Ford as Yancey Cravat, the restless adventurer known as Cimar-

(*Continued on page 6*)

Hits Film Shortage

S-W Gross at New High, Net Down for 1960

Profit Was $3,513,800 Against $4,812,000 in '59

The gross revenues of Stanley Warner Corp. and subsidiaries reached a new high in the fiscal year ended Aug. 27 last, it was announced yesterday by S. H. Fabian, president. Theatre admissions, merchandise sales and other income totaled $132,153,700, which compares with $123,877,700 for the prior year.



S. H. Fabian

Net operating income, although lower than the

(*Continued on page 5*)

Industry Leaders to Be At MMPTA Inaugural

Leaders from all branches of the industry will be among the guests who will witness the induction of the new slate of officers of the Metropolitan Motion Picture Theatres Ass'n. at a luncheon meeting at the Hotel Astor here today.

Leslie R. Schwartz, president of

(*Continued on page 4*)

Seattle Enjoying Big Theatre Business Boom

Special to THE DAILY

SEATTLE, Wash., Dec. 5.—Theatre business is on the rise here again following a big drop that started last spring.

The pick-up in attendance has been so good some theatre operators call it "phenomenal." S.R.O. signs have also been out for "legitimate" attractions as well as for motion pictures.

PERSONAL MENTION

B. GERALD CANTOR, president of National Theatres and Television, Inc., has returned to his Beverly Hills headquarters from Europe.

•

JAMES R. VELDE, United Artists vice-president in charge of domestic sales, and D. J. EDELE, the company's new Southern division manager, will be in Charlotte tomorrow from New York, and Jacksonville on Thursday and Friday.

•

JOSEPH E. LEVINE, president of Embassy Pictures, has entered the Peter Bent Brigham Hospital, Boston, for minor surgery.

•

DAVID GOLDING, publicity coordinator for "Pepe," will arrive in New York today from Mexico City.

•

ROBERT M. STERNBERG, president of New England Theatres, Inc., has returned to Boston from Hartford.

•

LOUIS LOBER, United Artists vice-president in charge of foreign operations, has returned to New York from Europe and the Middle East.

•

PANDRO S. BERMAN, producer, has returned to Hollywood from Paris and London.

•

WILLIAM MOCLAIR, formerly manager of the Roxy Theatre here and now manager of the Penn Theatre, Pittsburgh, is celebrating with MRS. MOCLAIR their 29th wedding anniversary.

•

LEE BOBKER, of Vision Associates, has returned to New York from Washington.

•

HOWARD STRICKLING, M-G-M director of advertising and publicity, and EDMUND GRAINGER, producer of that company's "Cimarron," have returned to Hollywood from Oklahoma City.

•

MRS. BEN HALPERN yesterday gave birth to a girl, NORA RUTH, at Lenox Hill Hospital here. Father is with United Artists. Newcomer is their fourth child.

•

DONALD O'CONNOR, who stars in Joseph E. Levine's "The Wonders of Aladdin," has left New York for Rome.

•

MORRIS ERGAS, producer of the Italian film, "General Della Rovere," has arrived in New York from Italy.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
WILLIAM HOLDEN
THE WORLD OF SUZIE WONG
co-starring NANCY KWAN
SYLVIA SYMS • MICHAEL WILDING
A Paramount Release in TECHNICOLOR®
ON THE GREAT STAGE "TOWN AND COUNTRY"

Rackmil Carries Optimistic Report to U.K.; Says Company Has no Bank Loans for 1st Time

By WILLIAM PAY

LONDON, Dec. 5.—For the first time in Universal Picture's history—and possibly in the history of the industry—the company carries no bank loans, Milton Rackmil, president, told the trade press here today. Rackmil pointed to the company's 19 pictures for release in the coming year and its dollar inventory properties which "are the highest on record."

The Universal head said he is convinced business is getting better with the opportunities greater than ever before for the company's worldwide organization. He said the latter has been "streamlined" and mentioned also the switch in production policy from "quantity to quality."

Universal will make pictures wherever the locale lends itself to the story, Rackmil said, recalling that "The Grass Is Greener" was shot here as was Hammer's "Curse of the Werewolf." He added the company has just completed two films in Italy.

While here Rackmil will talk with James Carreras, director of Hammer Films, and F. L. Thomas, managing director of Rank Film Distributors, on provincial road-showings of "Spartacus." Rackmil said "Spartacus" is building tremendously by word-of-mouth, "proving my confidence in its success." He added he is not concerned whether the film takes two or four years for its play-off.

Rackmil will return to New York from here on Sunday.

Dismiss One Anti-Trust Suit; Second Is Started

Special to THE DAILY

PHILADELPHIA, Dec. 5—One anti-trust action was dismissed and another started in this area recently. Judge Francis L. Van Dusen, in the U. S. District Court here, dismissed with prejudice the anti-trust action of Main Line Theatres, Inc., and 309 Drove-In Corporation, operating in the suburban areas, against Paramount Film Distributing Corp. and the other majors.

A new action was filed here in U. S. District Court by Elizabeth Elliott, Isadore Segall and Jack Y. Brodsky as trustees for the Fern Rock, local neighborhood house, against Paramount, Universal, United Artists, Columbia, M-G-M and the William Goldman Theatres. A key run is asked with no damage amount specified.

Franklin Acquires House

PHILADELPHIA, Dec. 5. — The Narbeth Theatre, in suburban Narbeth, has been taken over by Franklin Enterprises, consisting of Milton Kamsler and Warren Wheelen. Ann Phillips will continue as manager of the house.

Name Winikus

(*Continued from page* 1)

responsible for production promotion as well as distribution campaigns. Winikus has been serving as executive assistant to Max E. Youngtein in Europe since 1955, first in Paris and then in London during the past several years. He assumes his new post at once.



F. M. Winikus

Winikus has been with United Artists since 1946, following his discharge from the Navy as Lieutenant, S. G.

His first position with the company was that of advertising copy writer. He was subsequently named copy chief and then advertising manager in 1947. Four years later, when the new management headed by Arthur B. Krim, president, and Robert S. Benjamin, chairman of the board, took over the reins, Winikus was promoted to the position of national director of advertising and publicity and expoitation. He held this post 1951 through 1955, when he was transferred to Paris as Youngstein's executive assistant.

'Hur' Extended in Pitt.

PITTSBURGH, Dec. 5.—The run of "Ben-Hur" at the Warner Theatre, which was to have been ended on Dec. 18, has been extended to Dec. 22. "The Alamo" will begin a continuous run at the theatre on Dec. 23.

Industryites Se To Aid Inaugura

From THE DAILY Bureau

WASHINGTON, Dec. 5—A num of motion picture industry perso ities will participate in the Inaug Gala scheduled for Jan. 19 at National Guard Armory here in ho of the President-elect and Mrs. K nedy and the Vice-President-elect Mrs. Johnson.

The two-hour show will be produ by Frank Sinatra. Joey Bishop will master of ceremonies. Performers include Harry Belafonte, Milton Be Nat Cole, Sammy Davis, Jr., Ella F gerald, Henry Fonda, Gene Ke Shirley MacLaine, Dean Martin, liet Prowse, Nelson Riddle and his chestra, and Red Skelton, as well Sinatra. Mahalia Jackson will sing "Star Spangled Banner." Spec material will be prepared by Sam Cahn and James Van Heusen.

Attendance at the Gala will be invitation. Prospective guests will asked to contribute $100 to the De ocratic National Committee in order reduce the substantial deficit rema ing from the campaign. Advance quiries indicate that the Armory w be filled to capacity for the Gala.

'Pepe' Bow to Benefit Cancer Foundation

The Dec. 21 world premiere of t George Sidney production, "Pepe" the Criterion Theatre is being spo sored by the Lila Motley Canc Foundation, with the proceeds goi to the benefit of the Lila Motley Rad ation Pavilion at New York Universit Bellevue Medical Center. The fou dation has pledged $750,000 for t pavilion and has been raising mon for that purpose for the past two year

The benefit world premiere wi mark the beginning of the reserve seat engagement for the Columbia r lease at the renovated and redecorate Criterion.

Foreign Rights to 22

Acquisition of foreign rights to 2 post-1948 Pine-Thomas films origina ly released by Paramount Pictures h been announced by International Fil Distributors. All of the features are t be made available for theatrical r issue and television distributio throughout the world.

Film Set on Long

Rights to make a motion pictur based on the life of Earl K. Long, lat governor of Louisiana, were grante to Nelson J. Waterbury by Gov. Lon before his recent death, Waterbur announced here. Waterbury, a Ne York socialite, will make his bow a a film producer with the film.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

GREAT! GREAT!

IN ITS SWEEPING SPECTACLE AND COLOSSAL EXCITEMENT!

IN ITS POWERFUL BIBLICAL DRAMA OF LOVE AND HATE!



HEROD THE GREAT

IN TOTALSCOPE

EASTMAN **COLOR**

GREAT! TV CAMPAIGN! Impressive TV-Trailers Tops in Showmanship!

GREAT! RADIO CAMPAIGN! Exciting Spots Packed with want-to-see thrills!



STARRING

EDMUND PURDOM · SYLVIA LOPEZ

With **MASSIMO GIROTTI** as OCTAVIAN • **CAST OF THOUSANDS**

A Film of W. TOURJANSKY • Directed by ARNALDO GENOINO • Screenplay by DAMIANO DAMIANI

FREDERICO ZARDI • FERNANDO CERCHIO • W. TOURJANSKY • A SAMUEL SCHNEIDER Presentation

An ALLIED ARTISTS Release

GREAT! ..with everything that means BOXOFFICE.. from ALLIED ARTISTS!

Disney TV Shows Slated for NBC

Walt Disney, who has been associated with the American Broadcasting Co. since 1954, will switch his tv activities to the National Broadcasting Co. in a deal jointly announced here by Roy O. Disney, president of Walt Disney Productions, and Robert E. Kintner, president of NBC.

Disney will produce and be the host of a weekly one-hour color program, create special programs in color and participate in a variety of special projects to be announced later. The NBC series is not expected to commence before the fall of next year.

ABC has a commitment to continue "Walt Disney Presents," which it televises on Sundays at 6:30 P.M., until next September.

Censorship of TV

(*Continued from page* 1)

(State) Education Department a television division. The Regents may assign to the division the functions, powers and duties of other divisions, bureaus and officers in the department. The Regents, upon the recommendation of the Commissioner of Education, shall appoint such officers and employees as may be needed and prescribe the powers and duties, and within the limits of the appropriations made therefore, fix the compensation of such directors, officers and employees."

The Regents "may authorize the establishment and maintenance of offices and bureaus for the reception and examination of play rehearsals, television scripts and films and for the transaction of the division in such places as efficiency, economy and the public interests require."

A section on "Licenses and Permits" sets forth that the director of the television division or "the officers of a local office or bureau" (when authorized by the Regents) shall "cause to be promptly examined the script, rehearsal or film of every television program submitted to them as herein required."

"Unless such program or a part thereof is obscene, indecent, immoral, inhuman, sacrilegious, or is of such a character that its exhibition would tend to corrupt morals or incite to crime, the division director shall issue a license therefor . . .," the Manley act provides.

This language is identical with that of Section 122, Education Law, under which motion pictures (except news reels) are licensed. The one exception is the word "sacrilegious." This has been deleted from the film licensing statute—as a result of the U.S. Supreme Court invalidating the Regents' ban on "The Miracle."

The Manley bill fixes a fee of $50 for each 30 minutes of a television program, or fraction thereof, licensed by the television division.

It outlines an appeal system: a review by the regents, which, in the case of licensure refusal, can be carried to the courts for determination under Article 78 of the Civil Practice Act.

Exhibitors Ask Writ in S.C. 'Blue Law' Hearing

From THE DAILY Bureau

WASHINGTON, Dec. 5. — This week the Supreme Court is hearing arguments on four cases involving retail merchants doing business on Sundays in Massachusetts, Pennsylvania and Maryland. A group of South Carolina theatre exhibitors, protesting that state's "blue laws," have asked the high court to take jurisdiction of its case.

So far no writ has been granted. The outcome of the cases now being argued is of interest to theatres insofar as it may establish useful precedents.

S.W. To Lease New Theatre in Philadelphia; First for Circuit There in Almost 25 Years

Special to THE DAILY

PHILADELPHIA, Dec. 5.—A 1,200-seat indoor theatre will be built at the new Cheltenham Shopping Center for lease to the Stanley Warner Gorp., it was announced by Richard B. Herman & Co., agent for the new multi-million dollar center. It will mark the first Stanley Warner theatre to be built in this area for almost 25 years. Negotiations were concluded with the circuit for a long term lease at an aggregate rental in excess of $500,000.

The new theatre will be known as the Gheltenham. Construction will begin immediately and completion is expected in about nine months. It will comprise 16,000 square feet on one level and was designed by architect Drew Eberson. The house will be equipped for wide screen and stereophonic sound. The Cheltenham Shopping Center is located in the Gheltenham suburban area bordering the city proper.

See SAG, AFTRA Pacts OK'd Today

From THE DAILY Bureau

HOLLYWOOD, Dec. 5. — Details of the new agreement between the Screen Actors Guild, the networks and producers of taped and filmed commercials will be reviewed at the regular meeting of the SAG national board here tonight. Approval is fully expected, according to SAG spokesman, with details to be announced later.

TV and Radio Included

The western section of the American Federation of Television and Radio Artists board is also meeting tonight to voice its aproval of its agreement with commercial producers, which would embrace live and radio phases as well.

NT&T Seeking

(*Continued from page* 1)

booster systems, such as its own installation in Williamsport, Pa.

Gantor saw the likelihood of using the Goliseum for games, although Walter O'Malley, Dodgers owner, today agreed to use of the Rose Bowl in Pasadena for American League games.

MMPTA Inaugural

(*Continued from page* 1)

Century Theatres, will be inaugurated as the eighth president of MMPTA, succeeding Sol A. Schwartz, president of RKO Theatres, who will become chairman of the board.

Eric Johnston, president of the Motion Picture Ass'n., will be the guest speaker at the luncheon. Russell V. Downing, president of Radio City Music Hall, will welcome the guests and members as chairman of the inauguration luncheon committee.

Invited guests include: Robert S. Benjamin, Charles Boasberg, Harry Brandt, Jesse Chinich, Manning Glagett, Kenneth Glark, Max A. Gohen, M. R. Goldstein, William H. Heineman, Ralph D. Hetzel, Rube Jackter, Eric Johnston, Benj. Kalmenson, Charles E. McGarthy, Francis J. A. McGarthy, Robert Mochrie, A. Montague, Edward Morey, C. Glenn Norris, Jerome Pickman, James R. Velde, Joseph R. Vogel and Richard Walsh, Leo Brecher, Walter Brecher, Edward L. Fabian, S. H. Fabian, Emanuel Frisch, Harry Goldberg, Samuel Goodman, James F. Gould, Philip F. Harling, Bernard Helfand, Edward L. Hyman, Murray J. Lenekoff, Harry Mandel, Sidney H. Markley, John F. Murphy, Martin H. Newman, D. John Phillips, Eugene D. Picker, Harold Rinzler, Samuel Rinzler, Arthur Rosen, Samuel Rosen, Donald S. Rugoff, Leslie R. Schwartz, Robert K. Shapiro, Stanley N. Silverman, M. O. Strausberg, Solomon M. Strausberg and Laurence A. Tisch.

Italy Advances Bill

(*Continued from page* 1)

screen plays of all films to be made in Italy, whether by outsiders or as co-productions.

Controversy over film censorship has been on the increase here of late as a resul of a purported increase in films of sex and violence. The censor has ordered major deletions from at least five major productions in recent months, with the result that producers have been increasingly fearful that excisions may ruin their completed productions or require costly re-shooting of some scenes.

The new measure, if approved by Parliament, would obviate this situation by effecting the censorship before the cameras begin to turn, its proponents assert.

TENT TALK

Variety Club News

MILWAUKEE—Bernie Strach of Radio Station WRIT, has b elected chief barker of Wiscor Variety, Tent No. 14. Other offic are: Harry A, Zaidins, attorney, f assistant; Harold Peterson, Allied T atres, second assistant; Jerry Franz Cinema, Inc., dough guy, and 1 Rothman, of WRIT, property mas Grew members are: Glen Kalkh Joe Strother, Herbert Coplan, Edw E. Johnson, Milton Harman and M ris Dudelson. International delega include Harry Mintz, Strachota a Hugh R. Vogel.

△

ATLANTA—Variety Club of Atl ta has installed as chief barker Jan L. Dodd, Jr., of WLW, succeedi Jon Former. Other officers are Euge Skinner, of Dixie Drive-in Theat first assistant; George H. Mayer, National Carbon Co., second assista and Guy Willard Kohorn, of Natio Screen Service, dough guy. Sid Rean veteran showman of this area, h been elected property master, but di last week. His post will be filled at t next meeting of the board of directo New members of the board are Fra White, Ken Laird, Hal Aronsc George Jones, George Kreeger, L. Ingram, Jr., and Sam Goodman.

Pathe-Alpha Change

(*Continued from page* 1)

a 12-picture annual schedule which will make under exhibitor spons ship. A joint exhibitor and Path America committee will approve production packages presented by i dependent producers and the distri uting company will provide t financing.

Filming starts in early January Pathe-America's first feature, "T Deadly Companions."

'Pepe' Advance Big

HOLLYWOOD, Dec. 5.—With t box offic opening today at Stanle Warner's Beverly Hills Theatre for th sale of tickets to "Pepe," the reserve seat engagement has already hit tot sales of $15,060 from advance reserv tions, according to Pat Notaro, Sta ley Warner Theatres zone manage The roadshow engagement of the C lumbia release begins Dec. 28 wi an invitational premiere scheduld fo Dec. 27.

C. R. McFadden Dead

PORTLAND, Ore., Dec. 5.—G. McFadden, 68, veteran exhibitor o this area, died at his home here of heart attack. He had been associate with the Oriental, Avalon, Oregon Grest, Academy and Liberty theatre was the owner of the Laurelhurst and at the time of his death, the Oswego His two sons, John and Dennis, wi continue operation of the latter house

PEOPLE

lfred R. Corwin, for 12 years ctor of international information the Motion Picture Association of erica, has joined Fred Wittner , New York, industrial marketing, ertising and public relations ncy.

□

William S. Vaughn, president of tman Kodak Co., on Jan. 17 will presented the gold medal of ievement of the Poor Richard b of Philadelphia, honoring him "the leader of a company whose ne in synonyous with progress in communication arts."

□

rma Reinhold Monsky, newspaperman who has served the National nference of Christians and Jews public relations consultant, has n appointed public relations ditor for that organization. In adon to her role as information ditor, she will be in charge of pubinformation for the Greater New k area of the National Conference.

□

Wilson Elliott, former publicist for mmunity Theatres, Cleveland, and re recently active there in the lio-television news field, has joined rner Brothers to handle publicity that company in the Cleveland ritory.

□

Max Shabason, who replaced lph Pielow recently as MGM nch manager in Pittsburgh, and rold Henderson, Paramount salesn who has been elevated to the st of branch manager in Cleveld, will be honored on Dec. 12 at luncheon to be held in the Park henley Restaurant, Pittsburgh. Don cks, Paramount branch manager, ll be chairman.

□

Hugh Prince has taken over maneement of the Movieland Drive-in neatre, Sanford, Fla., for the oyd Theatres circuit.

□

Cecil Cohen has completely refurshed and air-conditioned his Roxy neatre, Jacksonville.

□

Sam A. Newton, former Jacksonle exhibitor, has taken over opation of the Florida Theatre, Grovend, Fla., from Roy Bang.

Impostor' Available 'or New Year's Dates

Universal-International is accepting ecial New Year's Eve dates on "The reat Impostor," its comedy-drama arring Tony Curtis.

The New Year's Eve dates which ill be backed by specially prepared ewspaper ads, are being tied in with niversal's advance word-of-mouth mpaign on the picture. "The Great mpostor" will have its word premiere mid-February.

S-W Gross at New High, Net Down for '60

(*Continued from page* 1)

previous fiscal year, was the third highest in the history of Stanley Warner. The consolidated net income, after all charges, was $3,513,800, equivalent to $1.73 per share. This compares with net for the previous year of $4,812,000, equal to $2.38 per share.

Certain unusual operating expenses were incurred in the 1960 fiscal year arising from the introduction of new styles of foundation garments and large promotional expenses for the Playtex, Isodine and Betadine products, Fabian noted. The operating profit for the last half of the year was lower than had been anticipated owing to a decline in theatre receipts occasioned, in part, by the reduction in the number of releases of motion pictures. Production by the studios was materially curtailed by a 21-week strike of the writers and by a six-week strike of actors.

In commenting on the prospects for the current year, Fabian said, "We expect our earnings to be materially better than those for 1960."

Fabian also pointed out that Stanley Warner was in a strong financial position. "Current assets totaling $45,566,800," he said, "were $7,000,000 greater than the total indebtedness of the company, represented by current liabilities, long term debt and all other liabilities."

Sales of properties and the termination of leases in the 1960 fiscal year resulted in a loss of $653,700 whereas the sale of Cinerama assets brought a profit of $348,000. The net extraordinary non-operating loss was $305,700, of which $175,000, equivalent to the saving in federal income taxes which would have been payable except for such loss, was charged to net income for the year and the balance of $130,700 was charged to earned surplus. In the prior year the non-operating loss was $3,791,100, of which $2,150,000, equivalent to the saving in federal income taxes, was charged to net income and $1,641,100 was charged to earned surplus, Fabian reported.

Box office receipts of comparable Stanley Warner theatres were higher during the first six months of the 1960 year than for the same period during the prior year. Then from the middle of March until the end of July, box office receipts declined, caused by the reduction in the number and the lower quality of motion pictures released. Conditions subsequently improved and box office receipts increased in August and September. In October and November box office receipts have been approximately the same as those for one year ago.

"Exhibitors are hurt by Hollywood's policy of producing fewer pictures than it did before the divorcement of theatres from production and distribution," said Fabian. "Stanley Warner has been one of the leaders in seeking a remedy. Within the past few months, plans for the organization of a new production company to be sponsored by exhibitors, large and small, have been formulated. We are confident that all exhibitors including Stanley Warner will benefit, not only through the pictures to be produced by the new company but also as a result of the stimulus this will give to the production plans of existing producters."

Points to Modernization

Fabian described the theatre modernization program under way, citing major improvements completed during the past few months at the Stanley, Philadelphia; Catham State College, Pa., and the Warner, Beverly Hills, Cal. Work will commence shortly on extensive improvements to the Strand, Albany, N. Y. He added:

"In the last 15 months, three changes have taken place in the diversified activities of Stanley Warner. Its Cinerama assets were sold in September, 1959. We acquired Sarong, Inc., a manufacturer and distributor of fabric girdles and bras in February, 1960. And in September, 1960, after the close of the fiscal year, we purchased Southern Latex Corp., a company engaged in the business of compounding synthetic latices and similar chemicals for the carpet and textile industries."

The company operates 15 factories located in the United States, Canada, United Kingdom, West Germany, Mexico and Venezuela.

Has Upstate TV Station

In the leisure industries field, Stanley Warner operates, in addition to more than 200 motion picture theatres, Station WAST-TV covering the marketing area of Albany, Schenectady and Troy. In the consumer goods field the company is represented by the Playtex and Sarong divisions. Pharmaceuticals are divided into the proprietary division with Isodine as its basic product and Tailby-Nason ethical division which markets principally a group of Betadine products.

The industrial chemicals division produces and markets synthetic latex polymers, under the Tylac name, and its Southern latex division, compounds latices and similar chemicals for use by the carpet and textile industries.

Sees 'Hard-Ticket' Film Policy Causing Crisis

By SIDNEY RECHETNIK

According hard-ticket engagements to pictures which don't merit such handling is causing a "great crisis" in the industry today, Sig Shore, who is associated with Valiant Films, told a trade press luncheon at Sardi's here yesterday.

"When a hard-ticket engagement lays a bomb," said Short, "its effect is felt in a diminishing of exhibitor enthusiasm for the picture when it gets around to its popular price runs. This results in the showman's giving his playdate less attention exploitationwise than were the picture delivered to him before it became a 'hard-ticket flop'."

Decries Long Tie-Ups

Unsuccessful hard-ticket runs for undeserving films also tie up key theatres for longer periods of time than is justified, he maintained.

Purpose of the luncheon was to present to the trade press Richard Attenborough, co-star and co-producer of the British-made, "The Angry Silence," which will have its American premiere next Monday at the Sutton theatre here. Attenborough said that "more and more actors in England are entering the production field." He claimed that this was caused by the decrease in film production by the "larger organizations." Among British actors who also are turning their attention to production, he said, are Peter Sellers, Richard Todd, Stanley Baker and John Mills.

Attenborough also reported that motion picture theatres in Great Britain showed an increase in business of about four per cent over the past six months.

'Wackiest' Is Set for Holiday Bookings

An across-the-nation booking pattern at holiday time has been set for Columbia's "The Wackiest Ship in the Army," it was revealed yesterday by Rube Jackter, vice preseident and general sales manager for the distributing company. Jackter announced that more than 50 key cities in the United States have been booked for the holidays, with over 100 special dates for New Year's Eve, preceding long-run engagements to begin later in January.

Hal S. Pelton Dies

MIAMI, Dec. 5.—Hal S. Pelton, business, civic and social leader of this city, died at the age of 63 at the Miami Heart Institute following a short illness. He is survived by his wife, Katherine, three sisters and a brother.

Pelton, entering the Coca-Cola business with a borrowed truck, built the company into one of the nation's largest, selling out in 1937. He was active in Variety Club and several other charitable and welfare organizations.

Hong Kong Girl Signed

HOLLYWOOD, Dec. 5. — Linda Ho, daughter of a millionaire Hong Kong banker, has been signed by producer-director Albert Zugsmith for a starring role in "Confessions of an Opium Eater," his next Allied Artists production.

MONEY MAKING MERCHANT XMAS SALES MANUAL FREE ON REQUEST
For The Quickest And Best Holiday Promotion Trailers
Send Your Order To
FILMACK
1327 SO. WABASH - CHICAGO 5

Catskill to Have Two Theatres

Special to THE DAILY

ALBANY, Dec. 5—Catskill, where only one theatre, the Community has been in operation for several years, will return to a two-house status, in the spring.

Samuel E. Rosenblatt, former chief barker of the Albany Variety Club and head of two theatre corporations, said here at the weekend that he will relight the New Catskill. The 600-seater, built in the late 1940's, on the outskirts but within the village limits of Catskill, and having parking space, was leased for 10 years by the Greene County Amusement Company (a Farley affiliate). After conducting it for about seven years, Green County Amusement closed the doors.

Seeking First-Run Films

The theatre building, also containing four stores (three rented) is in a district where food store-bowling alley-automobile-agency construction has recently been taking place. Rosenblatt will start refurbishing the house in January and will reopen it in April, employing a manager. He will shoot for first-run product.

The 1000-seat Community, the village's older theatre, was recently acquired by George Thornton's wife, from Greene County Amesement Company. Thornton, veteran Catskill Mt. exhibitor, is serving as its general manager.

Catskill's normal population of 5,400 is swelled through summer vacationists.

'Scandal' Here Dec. 16

"A Breath of Scandal," Technicolor comedy starring Sophia Loren, Maurice Chevalier and John Gavin, will open at the Trans-Lux 85th Street Theatre here on Friday, Dec. 16, a week earlier than previously announced.

New Haven Theatre Is Set for Remodeling Job

Special to THE DAILY

HARTFORD, Dec. 5. — Charles E. Kurtzman, in charge of Loew's Theatres, Inc. operations, has disclosed start of a $100,000 remodeling project at the College Theatre, New Haven, one of the four remaining first-runs in the downtown area of Connecticut's second largest city.

The move, first of its kind in many months in any major city in this region, will encompass a major overhaul. The theatre's 1,410 seats are being ripped out, to be replaced by 1,250 new ones, with some 40 inches spacing from back to back. Other alterations include new ladies' and men's lounges, a new boxoffice, to be shifted from the center of the College St. lobby to the side, a new floor, new stage drapes, new lighting and improved air conditioning.



The start of the great land rush of 1889; a scene in "Cimarron."

Cimarron

CONTINUED FROM PAGE 1

ron, gives an earnest, straightforward performance. With Ford disappearing so much during the action of the story, the stronger acting burden is placed upon the capable shoulders of Maria Schell, as the loving bride who follows her husband to take part in the great Oklahoma land rush of 1889.

Also participating in the land rush, which has been magnificently and spectacularly photographed on the wide screen in vivid MetroColor, are Arthur O'Connell and his wife. Mercedes McCambridge and their 10 children, Ford's friends Robert Keith, a crusading newspaper editor and his wife, Aline MacMahon and their printer, Henry (Harry) Morgan, peddler, David Opatoshu, in addition to a sinister renegade, Charles McGraw.

During the furiously exciting race for land, O'Connell is pushed from a stagecoach and his wife bitterly sets up a stake on barren land near the starting line; Keith is hurled from his wagon and killed. Ford is tricked out of the land he seeks by Anne Baxter, a former sweetheart who resents his having married Miss Schell.

Ford decides to settle in the village that shapes up practically overnight and takes over the publishing of the newspaper as the late Keith had hoped he would. When McGraw wilfully hangs an Indian homesteader, Ford kills him in a gun fight. He takes the widowed Indian, Dawn Little Sky, and her child home with him.

Ford settles down as an honest and crusading newspaper publisher to the bane of many of the ambitious townspeople. Miss Schell, too, tries to get him to compromise his views, to no avail.

ANOTHER EXCITING highlight of the film's action is a holdup in town engineered by Russ Tamblyn, a wild youth and his two cohorts. Ford gets involved in the killings of the young outlaws, but refuses to accept the reward money.

When Miss Schell refuses to join him in another land rush, in Missouri, Ford ups and leaves her and their young son, and is not heard of for five years, when he returns as a hero of the Spanish-American War. Meanwhile, Miss Schell, with the aid of Opatoshu, has continued running the paper, and the O'Connells have struck oil on their land.

Fords rejects a governorship of the territory when he discovers that O'Connell, wealthy and powerful and an Indian oil swindler, is behind the offer.

Again Ford leaves his family, and this time is gone 11 years. On the 25th anniversary of the paper, Miss Schell is honored by the townspeople for her contributions to the state. She receives a letter from Ford who has joined the British army at the outbreak of World War I. and also, at the same time, a cable from the British War Ministry, advising her he has been killed in action.

Anne Baxter contributes her usual, capable performance as the one-time girl friend of Ford who tries to explain to Miss Schell why Ford left her. This doesn't come across to the audience, as the motivations for Ford's abandoning his family are never quite clear. Also giving fine performances are O'Connell, Miss McCambridge, Opatoshu, Tamblyn, McGraw, Miss MacMahon and Morgan.

Title song with lyrics by Paul Francis Webster and music by Franz Waxman is sung by the Roger Wagner Choral.

Running time, 147 minutes. Release, Special engagements.

SIDNEY RECHETNIK

5th 'Land of Liberty' Presented to Archives

From THE DAILY Bureau

WASHINGTON, Dec. 5. — Johnston, president of the Motion Picture Association of America, today presented to the National Archives Part V of "Land of Liberty," a motion picture history of the United States ranging back to earliest colonial days.

The first four parts of the ... already in the National Archives brought U. S. history up to 1939. They were prepared largely by weaving together sequences from feature motion pictures produced by the American film industry. The last segment, which takes America from 1939 through 1958, is composed of documentary newsreel footage.

Rehabilitation

(*Continued from page 1*)

sound equipment and new screens, the complete refurbishing of the theatres, generally long overdue, usually including a reduction in the number of seats and modernizing of the front of the house and lobby.

For "Spartacus" 70mm showings alone, more than a third of the theatres which will be playing the picture by Christmas will have been refurbished and remodeled. These include the DeMille Theatre in New York and the RKO Pantages in Hollywood and the Madison in Detroit where "Spartacus" is already playing, the newly-constructed Wometco 163rd Street Theatre in Miami which was built with 70mm showings in mind, the Delman in Houston, Loew's Uptown in Toronto and the Music Hall in Seattle which starts roadshow engagements of "Spartacus" on Dec. 7.

School Editors to See 'Marriage-Go-Round'

A national series of special showings of "The Marriage-Go?Round" has been set by 20th Century-Fox for college professors of both sexes, and editors of their respective school newspapers, starting with screenings at City College of New York, New York University, Columbia, Barnard, Hunter, Queens and Brooklyn College.

Twentieth's regional fieldmen in other cities in the U.S. and Canada are now setting up similar showings in their localities.

The educators and editors will be interviewed after the showings by newspaper reporters and radio and television commentators. Their comments on the attraction, which deals with a love triangle in a college setting will be used in the local-level exploitation of the production, which opens around the country in January.

"Marriage-Go-Round" introduces Julie Newmar and stars James Mason and Susan Hayward in the adaptation of the Broadway play.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

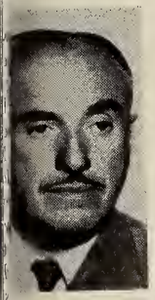
88, NO. 108 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 7, 1960 TEN CENTS

64 Per Share

arner Annual ofit Totals 7,102,000

Rentals, TV Income $87,163,000 for Year

rner Bros. Pictures, Inc. and diary companies for the year l August 31 had a net profit of $7,102,000 after a provision of $6,600,000 for federal income taxes, it was announced yesterday by Jack L. Warner, president.



k L. Warner

The net profit (not including the net profit of $6,500,000 on the sale of the company's ranch) the previous year amounted to

(*Continued on page 2*)

lumbia and Highroad tend Deal Two Years

ne exclusive production-distribu- arrangement between Columbia ures and Highroad Productions been extended for an additional years, with Carl Foreman adding torial duties to his producing

(*Continued on page 3*)

tario Votes Strongly r Sunday Exhibition

Special to THE DAILY

ORONTO, Dec. 6. — Exhibition motion pictures on Sundays was roved in eight Ontario cities and ns in plebiscites held yesterday. wo communities, Newmarket and hener, Sunday films were re-

(*Continued on page 8*)

MMPTA Leaders Urge Industry to Unite In Planning Its Future Course

Cooperation among all branches of the industry in planning for its future was urged by both the incoming and the outgoing presidents of Metropolitan Motion Picture Theatres Association at its inaugural luncheon at the Hotel Astor here yesterday.

Leslie R. Schwartz, the incoming president, told a large gathering of leaders from all branches of the industry that "It is very important that all segments of the industry cooperate among themselves."

He said in his new capacity as MMPTA president he pledges that he will do his share in all such cooperative endeavors.

"We've done it before," Schwartz noted, adding that after 25 years in the industry he has the utmost "con-

(*Continued on page 8*)

Poling Asks Inter-Faith 'Immoral' Films Drive

A call for an inter-faith religious program to combat "objectionable" motion pictures is issued by Dr. Daniel Poling, editor of *Christian Herald*, in that inter-denominational Protestant publication's current issue.

"It is high time," Dr. Poling states, "that Protestants, Catholics, and Jews —indeed men and women of good will

(*Continued on page 8*)

UA's 9-Month Net Up to $2,987,000

Net earnings for the first nine months of 1960 of United Artists Corporation were $2,987,000 compared with $2,885,000 for the comparable period of the previous year, it was announced yesterday, by Robert S. Benjamin, chairman of the board. The figure this year is after provision for taxes of $1,893,000.



Robert Benjamin

It was concurrently reported that the board of directors yesterday declared a regular quarter-

(*Continued on page 8*)

REVIEW:

The 3 Worlds of Gulliver

Morningside—Columbia

THE brilliantly fanciful and imaginative children's story generations ago extracted from the deep and complex political and social satire which it was in Dean Swift's "Gulliver's Travels," has been told many times in every medium, including the screen. But never so well as it is told in this Charles Schneer production for Columbia. Using a development of the Dynamation process under which the fanciful dragons and other creatures of "The Seventh Voyage of Sinbad" were animated, Schneer and Ray Harryhausen have given a fantastic reality to the citizens of Lilliput and Brobdingnag.

Using live actors and sets built in proportion either to the tiny people

(*Continued on page 7*)

'Up to All'

Free Screen Is Industry Job, Says Johnston

Sees Fight on Censorship Demanding Responsibility

As the motion picture industry calls for freedom from censorship, so should it call on itself to exercise its responsibility to that freedom, Eric Johnston, president of the Motion Picture Ass'n., said yesterday in a talk to officers and guests of the Metropolitan Motion Picture Theatres Ass'n., at the Hotel Astor here.

The luncheon marked the inauguration of new MMPTA officers headed by Leslie R. Schwartz, president of

(*Continued on page 7*)

Johnston Fears Effect Of Mexican Takeover

The taking over by the Mexican government of the two largest theatre circuits in that country was described by Eric Johnston, president of the Motion Picture Ass'n. of America, yesterday as a development that "could have a profound effect on the industry all around the world."

Johnston, who has just returned

(*Continued on page 7*)

New MPEA Assignments For Hochstetter, Beers

New assignments in the European area for the Motion Picture Export Ass'n. were announced for Leo D. Hochstetter and Stephen Beers yesterday by Eric Johnston, MPEA president.

Hochstetter moves to Rome from

(*Continued on page 8*)

TELEVISION TODAY—page 6

ADVERTISED IN THE JANUARY ISSUE OF Redbook The Magazine for Young Adults 7,500,000 PRIMARY READERS

CARY GRANT ROBERT MITCHUM DEBORAH KERR JEAN SIMMONS "THE GRASS IS GREENER" Universal International TECHNICOLOR® TECHNIRAMA®

PERSONAL MENTION

HENRY H. "HI" MARTIN, Universal Pictures vice-president and general sales manager, will return to New York on Friday from Dallas.

•

CHARLES A. SMAKWITZ, Stanley Warner zone manager, and LOU DENNIS, contact manager, have returned to their Newark, N. J., headquarters from Albany and Utica, N. Y.

•

MILTON BROCKETT, of Crescent Amusement Co., Nashville, Tenn., has returned there with MRS. BROCKETT from Memphis, where the latter had been hospitalized.

•

GEORGE SIDNEY, producer of "Pepe" for Columbia Pictures, has returned to Hollywood from Mexico City.

•

KIM NOVAK has arrived in New York from the Coast.

•

SAMUEL BRONSTON, producer of "King of Kings" for M-G-M, has returned to Hollywood from Spain.

•

RED SKELTON has entered Cedars of Lebanon Hospital in Hollywood for a checkup.

Kim Novak, Bernstein To Attend 'Exodus' Bow

Kim Novak and Leonard Bernstein will attend the world premiere of Otto Preminger's "Exodus" Thursday evening, Dec. 15, at the Warner Theatre here. The audience will also include social and civic leaders, stars of screen and stage, diplomats and dignitaries from all fields of endeavor.

Among those attending will be Mr. and Mrs. Preminger, and Eva Marie Saint, Sal Mineo and Jill Haworth, who star in the field. The world premiere starts an unlimited reserved seat engagement for "Exodus" at the Warner. Advance ticket sale has topped $600,000 at the theatre.



'Spartacus' Gets German Exemption

Special to THE DAILY

FRANKFURT, Dec. 6. — "Spartacus," the Bryna production which Universal-International is premiering in this country on Dec. 16, has just been granted a rarely issued "predicate" certificate by German authorities entitling it to special tax exemption and other advantages. Universal Pictures president, Milton R. Rackmil, and vice-president and foreign general manager, Americo Aboaf, were notified today preceding the final session of the German sales conference which they are conducting here.

The granting of the "predicate" to "Spartacus" as a "culturally distinguished film" marks the first time a large scale "spectacular" has been so honored.

The German predicate certificate gives many advantages to "Spartacus." The lowered tax rate on the film permits both exhibitor and distributor to share in a larger net revenue. The singling out of "Spartacus" for this honor is also of great benefit publicity-wise. It will assist immeasurably in promoting and publicizing the picture to school, church, and other cultural groups particularly attuned to such recommendations.

Warner Annual Profit

(*Continued from page* 1)

$9,375,000 after a provision of $6,000,000 for federal income taxes.

The net profit for the year ended Aug. 31, 1960, is equivalent to $4.64 per share on the 1,527,900 shares of common stock outstanding at that date after deducting 315,396 shares held in treasury. The net profit (not including the net profit on the sale of the ranch) for last year was equivalent to $5.91 per share on the 1,585,196 shares of common stock outstanding after deducting 897,051, shares then held in treasury.

Theatrical film rentals, income from television productions, sales, etc., amounted to $87,163,000; dividends from foreign subsidiaries not consolidated were $2,084,000; and profit on sales of capital assets was $716,000 for the year ended Aug. 31, 1960, as compared with $82,731,000, $1,130,000 and $1,467,000, respectively, for the year ended Aug. 31, 1959.

Net current assets at Aug. 31, 1960, were $46,951,000 (including $19,482,000 cash and U. S. Government securities) and debt maturing after one year was $5,644,000 compared with $44,687,000 (including $21,615,000 cash and U. S. Government securities) and $5,277,000, respectively, at Aug. 31, 1959.

Paramount Gets Loew's Holiday Booking Time

Paramount Pictures has captured all of Loew's Theatres' prime playing time during the year-end holidays, with two of the company's major releases booked as the New York circuit's Christmas and New Year's attractions. Hal Wallis' "G.I. Blues" will be the Christmas show at Loew's, opening Friday, December 23rd. The companion feature will also be a Paramount release, "The Boy Who Stole a Million."

Opening Friday, Dec. 30, as Loew's New Year's show will be Ray Stark's "The World of Suzie Wong," starring William Holden and Nancy Kwan. The Technicolor drama will be single-billed, with the Paramount short subject, "Boats A-Poppin'," as an added attraction.

Parker Is Exploitation Manager for Embassy

Judson Parker has been appointed exploitation manager for Embassy Pictures Corp., it was announced yesterday by Eddie Solomon, executive vice-president of the film company. Parker, who has held various executive positions with Embassy since joining the firm four years ago, was Embassy's Boston sales manager before transferring to its New York advertising staff.

In his new position Parker will handle all of the film company's cooperative advertising campaigns and exploitation activities in the field commencing with the forthcoming release of "Two Women," "The Fabulous World of Jules Verne" and "Bimbo The Great."

Served with Marine Corps

An industry veteran and native New Englander, Parker, prior to joining Embassy, was Boston branch manager for Republic Pictures and during his career has served in executive posts with Universal-International, Warner Bros. and United Artists. He served with the United States Marine Corps in the South Pacific during World War II.

Decca Dividend 30¢

Directors of Decca Records yesterday declared a regular quarterly dividend of 30 cents per share on the company's capital stock, payable Dec. 29, to stockholders of record on Dec. 19.

'Sunday' Hits $22,618

"Never on Sunday" rolled up a huge gross of $22,618 during its seventh week at the Plaza Theatre here, it was announced by Lopert Pictures.

Warner Dine[r]; Sees Industry['s] Future Brig[ht]

By SAMUEL D. BERNS

HOLLYWOOD, Dec. 6. — De[c]ing that opportunities in films [are] greater today than ever before, [Jack] L. Warner, president of W[arner] Brothers, told an overflow cele[brity] audience attending a testimonial [din]ner in his honor tonight that the [mo]tion picture industry faces an [in]creasingly bright future.

More than 500 industry leaders [in]cluding scores of stars, attended [the] event at the Masquers Club here [and] heard the guest of honor praised [as] "the happy giant of Hollywood" [for] the high tributes paid for his [years] of leadership and countless contri[bu]tions to motion pictures.

In his acknowledgement, Wa[rner] struck an optimistic note, predic[ting] that films of the future would [sur]pass those of the past.

Encourages Youngsters

Addressing his remarks especi[ally] to the many young players pres[ent] Warner said they need not fear [lack] of opportunity.

"Both in theatrical films and [in] television, opportunities are bri[ght] and increasing," he said. "You [are] in a dynamic, expanding mediu[m]"

Principal speakers introduced [by] Harry Joe Brown, harlequin of [the] Masquers, and toastmaster Pat B[ri]ram, were Greer Garson, Rosal[ind] Russell, Mervyn LeRoy, William [H.] Orr, Arlene Dahl, and Edward [G.] Robinson.

The finest carbons ever made...
NATIONAL TRADE-MARK
PROJECTOR CARBONS

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecl[ner], Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10¢

aryland TOA udies Sales Tax

Special to THE DAILY

ALTIMORE, Md., Dec. 6—The land Theatre Owners Associa- a unit of Theatre Owners of rica, has called a special mem- hip meeting for Thursday at 11 ., at the Variety Club here to on legislative matters including osition to the proposed state sales which would affect theatre ad- ions.

resident John G. Broumas said the TOA unit is working with Allied States organization in the to present a united front on this threat. He said that William Fish- of Carlin's Drive-In Theatre has n named chairman of the TOA mittee to work jointly with Allied, that Jack Fruchtman and Isadore paport are working closely with committee.

Clagett Participating

Broumas further reported Manning m" Clagett of MPAA's Washing- office had been working closely h him on legislative matters.

Broumas also reported that the mbership meeting will consider the owing additional matters:

Plans for a board meeting at Carvel ll in Annapolis on Jan. 11, at which e a reception will be held for all mbers of the Maryland legislature. embers will be urged to invite their al representatives.

Arrangements for a joint meeting h the Washington, D. C. and Vir- ia TOA units on Wednesday, rch 22, at Washington, D. C., in junction with the mid-winter ard and executive committee meet- of national TOA.

Will Plan Convention

Plans for the unit's 1961 conven- n to be held next fall in Ocean ty.

Broumas also reported that Reba d Muriel Schwartz of the Elkton rive-In Theatre had joined the aryland unit.

Beaver-Champion Gets Constantine Great'

"Constantine the Great," a spectac- lar now in its final stages of roduction, has been acquired by eaver-Champion Attractions, Inc., mes A. Mulvey, the company's resident announced. Based on a story f the first Christian Emperor, the astmancolor-Totalscope film stars ornel Wilde and Belinda Lee.

Conferred in Europe

Rights to the multi-million dollar roduction were bought by Beaver- hampion for an undisclosed sum. Mulvey and David Griesdorf, a vice- resident of Beaver-Champion, re- urned last week from a three week rip to England, France and Italy fter discussing a number of property urchases and co-production deals with top producers and directors.

American Legion in Maryland Urges Its Membership to Boycott Four Pictures

Special to THE DAILY

BALTIMORE, Dec. 6.—The American Legion, Department of Maryland, in a newsletter, urges all legionnaires to refuse to patronize any theatre showing "Inherit the Wind," "Chance Meeting," "Spartacus" or "Exodus."

The communication states records of the U.S. Congressional Committee on Un-American Activities show Nedrick Young, script writer for "Inherit the Wind" refused to testify regarding his alleged identification with communism. The Legion states records show Ben Barzman and Millard Lampbell, script writers for "Chance Meeting" and Joseph Lozey, its producer, have all been identified with communist sympathizers.

The newsletter further claims Dalton Trumbo, script writer for both "Spartacus" and "Exodus," not only refused to testify concerning his identification with communism, but was convicted of contempt of Congress and, as a result, served a year in prison.

However, the Legion states, "Exodus" has a great appeal for all of our people and "a special appeal for those whose hearts go out to the people of Israel."

Col.-Highroad

(*Continued from page* 1)

and writing responsibilities, it was announced yesterday by A. Schneider, president of Columbia.

The pact extension followed a series of meetings attended by Schneider, executive vice-president A. Montague, first vice-president and treasurer Leo Jaffe and other Columbia home office executives with Foreman and M. J. Frankovich, Columbia vice-president in charge of European production activities. Foreman and Frankovich flew from London for discussions which began during the past weekend.

The move was undertaken, according to Schneider, as an expression of Columbia's satisfaction with Foreman's soon-to-be-completed "The Guns of Navarone," which Columbia has slotted as its top offering for 1961.

Involved is a group of five major productions, the first of which "The Human Kind" will be directed as well as produced by Foreman from his own screenplay based on the Alexander Baron novel, immediately following the release of "Navarone."

To Seek New Producers

Also included in the new arrangement is continuance of the successful pattern established by Foreman with Highroad's "The Mouse That Roared," wherein fledgling producers with unusual properties will be invited to make their films under the Highroad aegis and under Foreman's direct supervision. This is in line with a policy formulated by Foreman and Frankovich prior to the making of "Mouse," which has been one of the top U. S. grossers among British imports in the past year. Both feel that it is as important to help new producing talent develop as it is to encourage new writers, actors, actresses or directors.

Foreman flew back to London yesterday to resume final editing of "The Guns of Navarone." He was joined by Dimitri Tiomkin who will undertake immediately his composer-conductor chores for the film.

Exclusive Int'l. Will Expand Distribution

Exclusive International Films, Inc. will expand its distribution network to cover every major marketing area in the country through the selection and appointment of territory affiliates in the next two weeks, it was announced by Sanford Wiener, the company's chief representative for sales. Wiener disclosed the appointments, effective immediately, of Ellis Gordon for the New England territory and Herbert Bregstein as the West Coast affiliate of Exclusive International.

Wiener will leave here tomorrow on an extensive trip to line up a number of other important affiliates. He will conduct distributor discussions in Philadelphia, Pittsburgh, Washington, Cleveland, Detroit, Chicago, Minneapolis, Dallas, New Orleans, Atlanta, Charlotte, and Cincinnati. He will be gone two weeks.

'Sundowners' Contest Set for Exhibitors

A unique record, bringing exhibitors throughout the country "season's greetings" from Warner Bros. and an opportunity to win an RCA-Victor 21-inch Wagner color television set, is contained in the new Warner Bros. pressbook for "The Sundowners."

The record gives exhibitors details of the competition in which they are urged to take part by submitting their exploitation campaigns for "The Sundowners," with emphasis on the national and local contest in which the grand prize will be a jet holiday-for-two in Australia. The tv set will go to the exhibitor who submits the best all-around exploitation campaign.

Posters for 'Pepe'

"Pepe" subway posters, heralding the George Sidney-Posa International film for Columbia release, are being printed in 12 colors, including four colors in Day Glow. In order to secure the novel effects of both lithography and silk screen, the processes are being combined.

PEOPLE

Edward Emanuel, chief barker of Variety Clubs International; **Jack Beresin**, former international chief barker and head of Berlo Vending Co., Philadelphia, and **Ralph W. Pries**, also of Berlo Vending Co. and former chief barker of the Philadelphia Variety Club, have been named to the coordinating committee to assist in the 1961 New March of Dimes in Philadelphia.

□

Dore Schary, producer, director and author of "Sunrise at Campobello," on Dec. 12 will receive a distinguished service award from the President's Committee on Employment of the Physically Handicapped for his "provocative plays designed to rivet attention of the mass public on the fitness of the handicapped." Presentation will be made in New York.

□

Martin B. Ellis, general manager of the A. M. Ellis Theatres, Philadelphia, and chief barker of the Variety Club in that city, will head the theatrical division for the 1961 Allied Jewish Appeal Campaign.

□

Harry Evans has been named manager of the Rex Theatre, Vero Beach, Fla.

To Show 'Vendaticket' At Loew's 175th Today

"Vendaticket," described as "the world's first automated movie theatre box office" will be installed operationally for the first time anywhere at Loew's 175th Street here this morning. Jinx Falkenburg will purchase the first admission to the theatre while the top executives of Universal Controls, Universal Match, and Loew's Theatres, Inc. look on. They include: M. Mac Schwebel and Louis Chesler, president and board chairman respectively of Universal Controls; Laurence Tisch, chairman of the board of Loew's Theatres; and Frank Prince, chairman of the executive committee of Universal Match.

Rejects Counterfeits

The self-service machine takes bills and coins up to $9, scans bills for genuineness, rejects counterfeits, issues the proper number and denomination of tickets, and gives change in coin and bills.

'Callaghan' to Atlantis

Rights to all the "Slim Callaghan" novels by the late English detective-mystery writer Peter Cheyney have been acquired by Laurent Films Corp., it was announced by Harold L. Spero, general sales manager of Atlantis Films, U.S. distributor of all Laurent product.

"ONE OF THE BEST COMEDIES IN YE

CARY GRANT



The screen's most broadminded look at a trusting husband...

DEBORAH KERR



...a wife with unconventional ideas about marriage...

ROBERT MITCHUM



...a house guest who wants to play house...

JEAN SIMMONS



...and the wife's "best friend" with some playful ideas of her own!

"THE GRASS IS GREENER"

Produced and Directed by
STANLEY DONEN

Screenplay by HUGH and MARGARET WILLIAMS from their Great London Stage Success
A GRANDON PRODUCTION · A UNIVERSAL-INTERNATIONAL RELEASE TECHNICOLOR® TECHNIRAMA®

Music and Lyrics by
NOEL COWARD
from his musical comedy hit

...WILL BE A SURE BOXOFFICE HIT."

Motion Picture Exhibitor

"'THE GRASS IS GREENER' IS BRIGHT, SOPHISTICATED COMEDY... THE KIND OF PICTURE THEY WILL TALK ABOUT FOR LONG AND OFTEN, AND WILL BE URGING OTHERS TO SEE... DESTINED TO MAKE BUSY PLACES OF THEATRES IN THE MONTHS AHEAD FOR LONG RUNS AND STRONG BOXOFFICE." *Motion Picture Daily*

"SOLID ENTERTAINMENT THROUGHOUT WITH CHARM AND HILARITY... COLORFUL, IMPRESSIVE AND PLENTY OF AMUSEMENT FOR EVERYBODY... SHOULD GIVE UNIVERSAL A REVENUE SOURCE ON A PAR WITH 'PILLOW TALK' AND 'OPERATION PETTICOAT.' AND THAT GOES FOR EXHIBITORS TOO." *Boxoffice*

"A ROLLICKING THOROUGHLY DELIGHTFUL AND FAST-STEPPING COMEDY...WITH CRACKING DIALOGUE WHICH SPARKS AND SPICES THE FILM...VERY LIKELY TO BRING IN VERY LIVELY BUSINESS..."

Motion Picture Herald

"BRIGHT, EASY-FLOWING COMEDY WITH TOP FLIGHT MARQUEE CAST, ONE THAT WILL BRING AN INVITING TWINKLE TO ANY SHOWMAN'S MARQUEE... THE STAR PERFORMERS SHINE BRIGHTLY. SOLID BOXOFFICE PROSPECTS." *Film Daily*

From UNIVERSAL...for a GREENER CHRISTMAS!

Who's Where

J. Drayton Hastle, a vice-president of Reeves Broadcasting & Development Corporation, has been named president of the company's broadcasting division which operates television stations, WUSN-TV, at Charleston, S. C.; KBAK-TV, at Bakersfield, Calif.; and subject to FCC approval, WHTN-TV, Huntington, W. Va. Headquarters of the broadcasting division will be in Charleston, S. C.

□

Chester L. Stewart, a vice-president of Reeves Broadcasting, has been named president of the Reeves Sound Studios division in New York, operating sound and video tape recording and editing services for the advertising, broadcasting and motion picture industries.

□

Robert J. Galvin, who has been manager, film operations, NBC-TV Network, has been appointed manager, video tape, film and kinescope operations, it was announced by **William H. Trevarthen,** vice-president, operations and engineering, NBC Television Network. Galvin came to NBC in 1946 as an engineer in the field operations of the NBC-TV Network.

□

William (Bill) McGee has been appointed sales manager of the Western division of Independent Television Corporation effective immediately, **William P. Andrews,** general sales manager in charge of syndication, announced. McGee joined the ITC sales organization in November of 1958.

□

Appointment of **Ralph H. Daniels, Jr.** as an account executive in the New York office of CBS Television Spot Sales was announced by **Ted O'Connell,** Eastern sales manager, CBS Television Spot Sales. Appointment becomes effective immediately. Daniels transfers from the San Francisco office of CBS Television Spot Sales where he has been an account executive since April, 1959.

□

Soterios (Buddy) Pappas has been named director of advertising and promotion for the Metropolitan Broadcasting Corporation's Washington, D.C. station, WTTG-TV (Channel 5), effective immediately, it was announced by **John A. McArdle,** vice-president and general manager of the station. Pappas has been with the television industry since 1949.

□

Theodore C. Streibert, former director of the U.S. Information Agency, a former president of radio station WOR of New York and a participant in the founding of the Mutual Broadcasting System, has been named vice-president and general manager of WTCN radio and TV station in Minneapolis-St. Paul. Streibert will be successor to **Phil C. Hoffman.**

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AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

FOURTH in this season's NBComedy specials will be "The Bob Hope Buick Show" to be seen Monday, Dec. 12 (9:30-10:30 P.M.) with guestars Polly Bergen and Jimmy Durante. Originating at the NBC Studios in Burbank, the production will be produced by Jack Hope and will feature the music of Dave Rose and his ork. . . . David Cogan, co-producer of "Raisin In The Sun" and "The Midnight Sun," has just purchased the Biltmore Theatre in Gotham. . . . The "Perry NBComo Show" next week will feature Betty Grable, Brenda Lee, comic Milt Kamen and Perry's two young discoveries Rene Taylor and Joey Heatherton. . . . Fred Gamble's (he's prexy of A.A.A.A.) booklet, "What Advertising Agencies Are" not only is a MUST reading for staffs at ad agencies but it will now be printed in Finnish, French, Italian, Japanese and Spanish. . . . Is it in the works for an expansion deal involving ABC-Radio and the Inter-mountain Radio Network (latter consists of 54 stations in the Utah-Wyoming-Colorado-Idaho regions)? ABC-Veep Robert Pauley, who has done a fine job at his West 66th St. headquarters, may reveal the facts this week. . . . Hal March, former star quizzer of the "$64,000 Question," and occasionally seen as sub for Jack Paar, will star in a Broadway comedy, "Come Blow Your Horn," headed for the boards next March. . . . N.Y. Mirror Columnist Lee Mortimer will guest tomorrow on "Joe Franklin's Memory Lane" TV'er on the WABChannel and will talk about his new tome, "Women Confidential." . . . "The Sound of Music" will be shuttered for a week Dec. 16 to allow co-star Theodore Bikel to fly to London for 2 BBCasts. He'll return on Christmas Day. . . . Producer Lewis Freedman, responsible for the NTA-riffic presentation recently of Eugene O'Neill's "The Ice-Man Cometh," has been getting fan mail, believe it or not. . . .

☆ ☆ ☆

Florence Henderson, Stephen Douglas and Mindy Carson have been signed by Producer Fred Heider to warble on "Music For A Winter Night" Sunday, Dec. 18 TVia ABC. . . . Lush thrush Constance Towers will co-star with Dan Duryea in a Zane Grey telefilm seg next month before flying east to STARt a sing-engagement at the Persian Room of the Plaza Hostelry. . . . The option on the Saul Turell-Paul Killian package "Silents Please," seen last summer on the ABChannels, was picked up and will be assigned a regular berth at ABC. . . . The title song for "By Love Possessed," currently being co-produced by Seven Arts Productions and United Artists will be cleffed by Elmer Bernstein and Sammy Cahn. . . . Richard Boone will finish the 1960-61 "Have Gun, Will Travel" series by the middle of this month and, after a vacation south of the border, will star in "Point Blank," his initial film venture as an indie producer. . . . Her latest Album, "Keely Smith Christmas," for DOT, is a colorful collection of musical gems; in fact, among the selections are "WHITE Christmas," "BLUE Christmas and "Rudolph The RED-nosed Reindeer." . . . Goodson-Todman, in conjunction with Andrew Fenady and Bernard Kowalski start shooting next week a new, full-hour adventure series titled "Las Vegas." . . . If Ed CBSullivan drops around to the Persian Room this week, he'll want to sign up chantootsie Pat Windsor for several p.a's on his TV series. . . . Carol Lawrence, who did so well last October on the "Bing Crosby Show," has again been signed to do a repeat on the second hour-long special the Groaner will ABCast Monday, March 13. Sponsored by the Oldsmobile Division of Gen. Motors, the show will also present as guests Maurice Chevalier and Aldo Monaco, with Bill Harbach the producer-director. . . . Bob McNamara has been named national sales director for RKO General stations. Prior to joining RKO General in 1957 Mac was an account exec with Peters, Griffin & Woodward. . . .

'U' Dividend 25¢

The board of directors of Universal Pictures yesterday declared a quarterly dividend of 25 cents per share and an extra dividend of 25 cents per share on the common stock of the company, payable on Dec. 28, to stockholders of record at the close of business on Dec. 19.

Global Co-Pro[duction] Group Is Forme[d]

Five television broadcasters in [the] major English-speaking nations [have] formed the first international or[gan]ization, the International Televi[sion] Federation, to be known as Inte[l]. At simultaneous press confere[nces] yesterday in London, Sydney, [O]ttawa and New York City, the fo[rma]tion of Intertel was announced [as] "break-through in the dissemina[tion] of ideas and cultural exch[ange] through global television."

The participants are Associ[ated] Rediffusion Ltd. of Great Britain, [the] Australian Broadcasting Commis[sion], the Canadian Broadcasting Corp[ora]tion, and for the United States, [the] Westinghouse Broadcasting C[om]pany and the National Educati[onal] Television and Radio Center.

World Topics Emphasized

Intertel each month will prod[uce] an hour-long documentary on [im]portant world topics, inaugurating [an] international television produc[tion] agency "dedicated to the creation [of] programs of substance and meani[ng]. The first program of the se[ries] "France: In Transition" by Associa[ted] Rediffusion, will be available [in] April. In the United States it will [be] seen on the five WBC television [sta]tions and the fifty educational [sta]tions affiliated with NETRC. [The] series will then be made availa[ble] to stations in markets not served [by] WBC and NETRC.

Asks Pay-Hike on Gov[t] Photo-Supplies Order

From THE DAILY Bureau

WASHINGTON, Dec. 6. — S[ec]retary of Labor James P. Mitch[ell] has proposed a determination und[er] the Walsh-Healey Public Contra[cts] Act that a minimum wage of $1.[xx] an hour prevail in the photograph[ic] equipment and supplies industry. T[he] rate would be applicable to all co[v]ered production employees except [for] a limited number subject to spec[ial] provisions.

The Secretary's proposal is bas[ed] on evidence received at a pub[lic] hearing on prevailing minim[um] wages paid in the industry, includi[ng] a wage survey made by the bureau [of] labor statistics.

The Public Contracts Act appli[es] to employees working on governme[nt] supply contracts in excess of $10,[000]. The present wage determination f[or] the industry is $1.18 hourly.

Written exceptions to the propos[ed] determination may be filed with t[he] government within 30 days of Dec.

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music for feature films
ci-6-4061

S.W. Phila. House Roadshow Policy

Special to THE DAILY

HILADELPHIA, Dec. 6. – The roadshow booking for the Stan- Warner's Stanton Theatre was ounced with the booking of narron" into the house. While a -run house, it did not show the or films.

Cimarron" will open Dec. 29 on served seat policy and two-a-day ormances. Until now, only the d, currently playing "Ben-Hur" "Exodus" to follow, has been l by Stanley Warner for road- w bookings.

ree Screen

(*Continued from page* 1)

atury Theatres, as eighth president the Association, succeeding Sol A. wartz, president of RKO Theatres, o becomes MMPTA board chair- n.

The exercise of responsibility to rrant screen freedom from censor- p "is not the job of any one seg- nt of the industry," Johnston said. We cannot say that one segment st assume all the responsibility, and others can avoid the obligation. is responsibility must be exercised producers, distributors and exhibi- s alike—by everyone associated h the industry.

We must not abuse the degree of edom which we now possess. The blic may be slow to anger, but the alty for offending the public is ays high. And, in the end, penalty always imposed."

Compared with Press

Earlier in his talk, Johnston had ted that the screen "is not as free all other parts of the press." It is the midst of a fight for greater free- m now, he said, and the outcome is t as certain as it is for the freedom the press itself. Yet the struggle to n and maintain freedom of the press s been going on for 225 years, hereas that waged by motion pic- res is less than 60 years old.

"Hearst is free," Johnston said. uce is free. So are Chandler, Cerf, opf, Fawcett, Goldenson, Paley, rnoff. Surely, Balaban and Schnei- r and Skouras, Broidy and Disney d Krim, Rackmil and Vogel and arner are as much entitled to free- m of expression as the others.

"So you'd think. But the motion cture must run the gantlet of cen- sorship today in one form or another in four states and a handful of cities. And right after the turn of the year it will be open season once again on motion pictures in many of our state legislatures. There's a new clamor to censor pictures, to classify pictures by law.

"Some say we are headed toward more censorship, more classification, not less. Maybe so. But it should not be so without a fight.

"Personally, I should like some day to ask a board of censors to appraise their own jobs. I can read their laws for myself. I want to hear their case in their own words.

"They might—and I think probably would—say that they were there to protect the public morals from corruption.

"The next question then, is, did they ever throw out entirely or rigidly censor a motion picture on the score of corrupting morals? We can presume they would say that they have.

"Then, I'd ask: Did you ever have sworn witnesses appear before you who testified that a particular motion picture had corrupted their own personal morals?

"I am tired of frightened Americans who want to impose censorship on motion pictures—or any of our media of free communication. What most of them really want is to escape from freedom and its responsibilities . . . and its privileges.

"These people, I say to you, are actually only a minority who make up in noise what they lack in numbers. We can be very sure they are often the same people who are frequently in the grip of some trend, passion or prejudice. It may be an ephemeral obsession, but the danger lies in the evil it can do under the direction of those who hunger for petty power—and they are always with us. Power feeds on power. Give the power seekers a little to fatten on, and they are back for more, always more. Today, the motion picture is the target. Tomorrow—what?"

Johnston then warned that "Freedom cannot long exist without responsibility. This is the key to its preservation. Without responsibility freedom can degenerate into license."

The 3 Worlds of Gulliver

CONTINUED FROM PAGE 1

of Lilliput or the giants of Brobdingnag, the adventures of the normal sized Gulliver in these two lands come to life realistically and absorbingly. The result is fascination for children and interest, if not absorption by adults.

The script by Arthur Ross and Jack Sher, adds a romance to the original Swiftian concept—June Thorburn plays Elizabeth, fiancee of Kerwin Mathews who is Dr. Gulliver—and has her shipwrecked along with Gulliver. He meets her in Brobdingnag, after he has fled from the land of the Lilliputians, and their adventures there and eventual escape back to England and normalcy form the second half, and most absorbing part of the picture.

While they are in the land of the giants, they are the pets of the King and the Queen—Gregoire Aslan and Mary Ellis—and are taken care of by Glumdalclitch, played by Sherri Alberone. While they are in this strange captivity Gulliver incurs the enmity of Makovan, the King's sorcerer, and is condemned first to fight a lizard and then to be burned. Glumdalclitch rescues the couple by concealing them in a sewing basket and, when the pursuit gets hot, tossing them into a stream from which they ultimately float to the ocean and home.

The story construction is clean and logical, having enough substance and action to appeal to young audiences and yet with enough of the Swiftian satire remaining to intrigue adult audiences. The effect of the live actors in surroundings far out of proportion to their size is overwhelming.

The photography is in Eastman color with prints by Pathe and the projected picture shows little evidence of the trick photography.

Schneer produced and Sher directed.

It is a picture which should appeal to the entire family and particularly as a holiday release should fill theatres.

Running time, 100 minutes. Release date, December.

JAMES D. IVERS

'Standardization' of Rank Group Names

From THE DAILY Bureau

LONDON, Dec. 2 (By Air Mail). –To standardize company names throughout the Rank Group, the following changes have been made:

J. Arthur Rank Overseas Film Distributors Ltd., has become Rank Overseas Film Distributors Ltd.

J. Arthur Rank Productions Ltd., has become Rank Productions Ltd.

J. Arthur Rank Organisation (Management) Ltd., has become Rank Organisation (Management) Ltd.

The names on numerous overseas companies have been similarly similarly changed.

Johnston Fears

(*Continued from page* 1)

from Mexico City, made the observation at a luncheon given by the Metropolitan Motion Picture Theatre Ass'n. at the Hotel Astor, at which he was guest speaker.

Johnston referred to the announcement this week by Mexican Treasury Secretary Antonio Ortiz Mena that the government had purchased the Gold Chain and the Theatre Operating Co., thus putting 329 theatres under government control.

Inasmuch as Johnston's subject for his MMPTA luncheon talk yesterday was on winning for the screen the same freedom from censorship and other control that is enjoyed by all other media of communication, it appeared that his reference to the Mexican development was concerned with its possible effect on the freedom of the screen in that counry and its possible influence on governments of other nations and their film and theatre intesests.

Claims 'Monopoly' Ended

In announcing the Mexican government's action, Secretary Mena asserted it ended an "exhibition monopoly" and that shares of the two theatre companies would be distributed between film producers and distributors, with the possibility of a general public offering.

His statement also said that the takeover will result in increasing exhibition time by eliminating needless short subjects, and that producers will be expected to turn out quality films for both the Mexican and export markets.

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Oral Arguments Hit by Phonevision

From THE DAILY Bureau

WASHINGTON, Dec. 6. — Attorneys for Hartford Phonevision, applicant for a pay-tv license in Hartford, Conn., have filed in opposition to a request for oral argument made by motion picture exhibitor group counsel Marcus Cohn. On behalf of the Connecticut Committee Against Pay TV and five local exhibitors, Cohn had urged the Federal Communications Commission to have oral argument on the national implications of issuance of a pay-tv license and related issues.

Broadcast Bureau Silent

The FCC's broadcast bureau has not yet filed any comments on this request by Cohn. It could take any one of three positions: (1) oppose it, (2) support it, or (3) be neutral and leave the final decision up to the commission itself. Either support or neutrality would be compatible with Cohn's position. Neutrality would, at the very least, indicate that the bureau feels that an examination of the national implications of pay-tv would not be amiss prior to the granting of a first license.

In opposing Cohn's request for oral argument, counsel for Hartford Phonevision asserts that further discussion would not fall within the ground rules to which all parties agreed prior to the week-long pay-tv hearings before FCC. These rules provided for oral summation, which was waived by all parties as the hearings drew to a close.

Constitutionality Doubted

Hartford's lawyers also say that in the light of court decisions in this field, Cohn has no constitutitonal right to further argument. They assert, too, that an inquiry into the national implications of pay-tv is not now germane since the question at issue is whether to grant a license in Hartford. The attorneys also note that such a hearing would postpone even further the start of pay-tv, affording an opportunity for wired pay-tv systems—exempt from FCC jurisdiction under present law—to become entrenched.

To Plan Global Bows Of Fox's 'Fiercest'

A meeting of 20th Century-Fox international department forces in the U. S. and the Southern Hemisphere will plan the concurrent global premieres of "The Fiercest Heart" in America, South Africa, New Zealand, Australia and throughout the British Commonwealth four months in advance of release, the film company announced. The production, which deals with the 1831 Boer trek to Southern Africa, stars Raymond Massey, Juliet Prowse, Stuart Whitman, and Signe Hasso.

The meetings will begin early next week in New York and Europe.

Scottish Magistrates Hit 'X' Films; Seek Talks with British Film Censor

From THE DAILY Bureau

LONDON, Dec. 2 (By Air Mail).—So disturbed are the City Magistrates in Glasgow, Scotland, over the quality of some "X" certificate films (adults only) that they are to seek talks with Britain's film censor.

Concern is felt that many of these films are "harmful to the morals of young people." Referring to several films before them, Bailie George Moore, chairman of the magistrates, said "we want to see all those dubious films before we commit ourselves." He added that they hoped to convey to the censor their "disquiet" at the nature of some of these films.

Groups to Meet

As previously reported, a conference is expected to be held shortly between the British Board of Film Censors and representatives of the Association of Muncipal Corporations and the County Councils Associations on "censorship problems." The discussions will revolve around the local authorities' criticism that "there is too much violence in films" and the censor's concern at recent appeals against censorship by some of the authorities.

Ontario Votes

(*Continued from page* 1)

jected. The victory is seen as an important boost to the cause of Sunday films in this country, where Sunday showings are only permitted in the province of Quebec.

Approval was given in Toronto, Branford, Oakville, Cornwall, Windsor, Oshawa, Niagara Falls and Stamford Township, with votes still to be taken in three other communities, St. Catharines, Kapuskasing and Cochrane.

The plebiscites accompanied ballots for the municipal elections and only asked the public whether it was in favor of films, plays and concerts on Sundays. No hours were set. In many communities, Sunday sports between 1:30 P.M. and 6 P.M. has already been approved; for example, Toronto.

Legislation Necessary

Under the 1950 provincial legislation, Sunday sports are permitted by local by-law. Movies, however, could not be legal without an enabling act of legislature. Monday's plebiscites were held merely to register electorial opinion.

The move to obtain approval started with the film projectionists, who realized their jobs were going out the window unless something was done to bolster sagging theatre receipts. A request to the various city councils was forwarded by the various local labour councils. The councils, under some pressure from the exhibitors, put the issue on the ballot.

Peculiarly enough, opposition came not only from the church groups in the various communities but from the Film Exchange Employees Union, who saw an end to their present five-day week. The union sent out letters opposing Sunday films.

Poling Asks

(*Continued from page* 1)

without regard to faith—get together in a positive program in support of the everyday decencies of American life and against Hollywood's steadily growing output of objectionable films."

The Poling statement grew out of controversy arising from the call of the Roman Catholic Episcopal Committee for Motion Pictures, Radio and Television for a nationwide protest against immoral and objectionable motion pictures. The Catholic Legion of Decency had reported that immoral films increased in volume from 14.59 per cent in 1959 to 24.33 per cent in 1960.

In rebuttal, spokesman for the Motion Picture Ass'n. released a statement which began: "We do not agree that Hollywood has made a 'bold and unprecedented' departure from previously accepted moral standards."

Says Dr. Poling in *Christian Herald*, "We do agree. We agree completely with the findings of the Roman Catholic committee. The statement of the committee is not an overstatement. In truth it could have said much more than it did say. It exercised commendable restraint."

MPEA Assignments

(*Continued from page* 1)

Frankfurt, Germany, as manager for the Mediterranean area (Italy, Spain, Greece and Middle East), succeeding Frank Gervasi. Stephen Beers, assistant to G. Griffith Johnson, MPEA vice-president, European area, goes to Frankfurt, where he will be responsible for Germany, Austria and Scandinavia. The new assignments will become effective early in 1961.

Hochstetter joined the Motion Picture Association in 1952 as assistant to Johnston in Washington. From December 1955 to January 1958 he served as Far East manager of MPEAA with headquarters in Tokyo.

Long a Newsman

A veteran newspaperman and writer, Hochstetter worked on newspapers in Washington, and from 1946 to 1949 served as correspondent in the Middle East for the Columbia Broadcasting System and the North American Newspaper Alliance. He was deputy director of information for the Mutual Security Agency in Washington prior to joining the MPAA.

Beers joined MPEA in 1957. Prior to joining the Association he was with the Commerce Department, Office of Technical Services. Beers served in the U. S. Navy for nine years as a flyer and pilot—four years during World War II and five years beginning with the war in Korea.

SAG and AFTR Approve Pac's

From THE DAILY Bureau

HOLLYWOOD, Dec. 6. — national board of directors of Screen Actors Guild last night proved unanimously the new tract between guild, television works, advertisement agencies film producers governing wages conditions for performers in fil and taped television commerc Details of agreement will be rele later.

The majority of the West C members of the national board of American Federation of Televi and Radio Artists likewise appr its agreement with networks, agencies and commercial produc

Preliminary negotiations betw major motion picture and televi producers, the IATSE and crafts locals are expected to be c pletely early next week to allow breather for the holiday season.

MMPTA Leaders

(*Continued from page* 1)

fidence, trust and faith in Schwartz, who is president of C tury Circuit, said that this confide is reflected in the construction new theatres by his company.

Sol A. Schwartz, outgoing MMP president, who becomes chairman the board, noted that MMPTA ha record of always working with other industry organizations on a thing that will contribute to the terment of the industry.

"I hope for the day," he s "when all branches will sit down gether and plan for the industr future. It will only survive and pr per if all contribute to it. This re resentative gathering today is a go nucleus to begin such an effort."

Schwartz, president of RKO Th tres, recently was elected chairm of American Congress of Exhibit

Russell V. Downing, president Radio City Music Hall, as chairm of the inaugural luncheon committ acted as master of ceremonies, w coming the guests, presenting t new officers and the guest speak Eric Johnston, Motion Picture Ass president.

On behalf of MMPTA, Downi presented Sol Schwartz with a scr expressing the organization's a preciation for his two years servi as its president.

U.A. 9-Month Net

(*Continued from page* 1)

ly dividend of 40 cents per comm share, payable Dec. 30 to stockholde of record Dec. 16.

UA's gross world-wide income f the first nine months of 1960 totalle $80,595,000 against $72,061,000 f the same period in 1959.

The nine-month net represent earnings of $1.79 per share compare with $1.73 per share for the first nin months of 1959.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 109 NEW YORK, U.S.A., THURSDAY, DECEMBER 8, 1960 TEN CENTS

ack Cohn Request

Oral Argument On Pay-TV Is Favored by B B

ays New Hearing Might Aid CC in Reaching Decision

By E. H. KAHN

WASHINGTON, Dec. 7. — The deral Communications Commis-n's Broadcast Bureau has filed a ief saying it "offers no objection" a short additional oral argument ncerning pay-tv.

The bureau, filing a reply to Mar-s Cohn's request for further discus-on of the whole subscription tv ques-on, noted that this argument is not andatory under the law. It said, owever, that even though this is not requirement, it might be helpful to CC, and that the commission should erefore consider the advisability of aving further argument.

The Broadcast Bureau pointed out at additional oral proceedings might bstitute for filing of reply findings, hich were not provided for in the ocedure under which the pay-tv earing was held. It also notes that

(*Continued on page 2*)

Censor Threat Up at N. J. Allied Meeting

New censorship threats, of increas-g concern to Allied Theatre Own-rs of New Jersey since the recent dictment of a Newark member llowing exhibition of a so-called urlesque film, is scheduled to be a rincipal topic of discussion at the rganization's business meeting pre-

(*Continued on page 2*)

Samuel A. Wright Dies; New Orleans Exhibitor

Special to THE DAILY

NEW ORLEANS, Dec. 7.—Funeral ervices and Masonic rites were held ere today for Samuel A. Wright, Jr., 12, exhibitor prominent here in the peration of neighborhood and drive-n theatres, who died suddenly on Monday following a heart attack on he City Park golf links. He is sur-

(*Continued on page 3*)

Mirisch Schedules 15 Major Pictures For Next 2 Years; Budget $55 Million

By SIDNEY RECHETNIK

The Mirisch Company has scheduled 15 major motion pictures for production during the next two years. They will represent a total budget outlay of from 50 to 55 million dollars, Harold Mirisch, president, revealed at a trade press conference at the Sherry Netherlands Hotel here yesterday.

These pictures, all of which will be financed and released by United Artists, are in addition to three Mirisch Company films now shooting. They are "West Side Story," which has five or six weeks more to go before the cameras; "By Love Possessed," in its second week of production, and "Town Without Pity," currently before the cameras in Munich, with Kirk Douglas starring.

Pointing with pride to the top producers, directors and star personnel associated with his company, Mirisch explained it by saying that "Holly-

(*Continued on page 3*)

Mexico Reassures MPEA on Theatres

Assurances have been given Motion Picture Association representatives in Mexico City by official sources there that the take-over by the government of Mexico's two principal theatre circuits will not result in any discrimination against American productions in any manner, MPEA headquarters here has been advised.

The official assurances, directed as well to all American film distributors in Mexico, said that both the government and the Mexican industry consider American films "indispensable in this market."

The purchase of Theatre Operating

(*Continued on page 2*)

'Sunday' Laws Validity Before Supreme Court

From THE DAILY Bureau

WASHINGTON, Dec. 7. — Argument on the constitutionality of Sunday "blue laws" opened in the U. S. Supreme Court here today. Being tested are two statutes in Pennsylvania, one in Maryland and one in Massachusetts. Opponents charge that the laws violate the First and 14th Amendments to the Constitution.

No theatre interests are involved.

Loew's Installs First Automatic Cashier

Vendaticket, the first self-service theatre ticket selling machine to be installed anywhere, began doing business yesterday morning at Loew's 175th St. Theatre, Broadway at 175th St.

Jinx Falkenburg, whose career began in motion pictures, bought the first ticket. Next to purchase tickets were Laurence A. Tisch, chairman of the board of Loew's Theatres; and Louis Chesler and M. Mac Schwebel, chairman of the board and president, respectively, of Universal Controls, which developed and built Venda-

(*Continued on page 3*)

'Herald' Report on World Market Shows Changes But General Picture Is One of Improvement

"Change" seems to be the keynote of the thinking of those who guide the destinies of the film industry abroad, as they face sometimes vexatious competitive problems ranging from television to motor scooters.

The general picture, however, is one of general improvement, as indicated in the 15th annual World Market section of Motion Picture Herald, published tomorrow. In its yearly salute to the leaders of the industry overseas, The HERALD publishes detailed reports from correspondents in 22 countries.

The reports re-emphasize the fact that today's audiences, in all countries, are more selective than ever in searching for screen entertainment, and the American industry might well bear that in mind.

One of Series

Co-operation Promised by Gannett Chain

Ad-Publicity Directors Get 'Encouraging' Response

Assurances of complete cooperation with the objectives of the advertising-publicity directors committee of the Motion Picture Ass'n. of America were given yesterday by the Gannett newspaper group, which includes papers in many large cities upstate.

The assurances were given a subcommittee consisting of Martin Davis, chairman of the advertising-publicity directors group; William Levy, co-chairman, and Taylor Mills, MPAA information director, by George J. Allen, vice-president and general manager of Gannett Advertising Sales Inc.

The industry advertising-publicity executives were told that the promised cooperation would include content, make-up and positioning of entertainment pages and avoidance of

(*Continued on page 3*)

Shanahan to Loew's Hotel Ad-Publicity

With the entry of Loew's Theatres into the hotel field and the acceleration of plans for the opening of The Summit of New York in July, 1961, James Shanahan, assistant to Ernie Emerling, Loew's ad-publicity head, has been appointed director of publicity for Loew's Hotels. Emerling will supervise advertising and promo-

(*Continued on page 2*)

Roach and Case Form Showcase Enterprises

From THE DAILY Bureau

HOLLYWOOD, Dec. 7. — Hal Roach, Jr., and Carroll Case have formed Showcase Enterprises as a new producing company with complete financing and a program of eight pictures to be filmed in 1961. No single distribution outlet is contemplated. The company's first pro-

(*Continued on page 2*)

PERSONAL MENTION

ERIC JOHNSTON, president of the Motion Picture Association of America, left here by plane yesterday for Europe.

•

JACK KIRSCH, president of Allied States Association, is hospitalized in Chicago.

•

MORTON A. SPRING, president of Metro-Goldwyn-Mayer International, will leave New York at the weekend for Europe.

•

NANCY KWAN, star of "The World of Suzie Wong," will leave New York today for London.

•

LOU MARKS, M-G-M Central division manager, Detroit, and WILLIAM A. MADDEN, Midwest division sales manager, Chicago, have arrived in New York from their respective cities.

•

JULIE NEWMAR, star of 20th Century-Fox's "The Marriage-Go-Round," will arrive in Washington today from New York.

•

MORRIS LEFKO, in charge of "Ben-Hur" domestic distribution, will return to New York today from New Orleans.

'Entertainer,' 'Herod' In Legion's Class B

Two films, "The Entertainer" (Continental) and "Herod, the Great" (Allied Artists) were placed in its Class B (morally objectionable in part for all) by the National Legion of Decency this week.

Objection to "The Entertainer" was "despite the serious intent of the theme of this film certain elements in treatment (suggestiveness) are objectionable." The objection to "Herod" was "suggestive costuming and situations."

The Legion put "Cimarron" (M-G-M) and "Serengeti Shall Not Die" (A.A.) in Class A, Section 1 (general) and "The Facts of Life" (U.A.) and "The Grass Is Greener" (U-I) in Class A, Section 111 (adults).

Gamble Estate Set

PORTLAND, Ore., Dec. 7. — The estate of Ted R. Gamble, well known motion picture-television executive who died last May, has been appraised at $812,526. He left his estate to his widow, two daughters and a son as beneficieries of a trust fund for the bulk of his estate. Two sisters received $20,000 bequests each.

Local Commercial Radio System in UK Is Urged by Screen Advertising Ass'n.

By WILLIAM PAY

LONDON, Dec. 6 (By Air Mail).—The Screen Advertising Association, representing 95 per cent of the cinema advertising turnover in Britain, puts forward a case for a possible local commercial radio system in the U.K., in its submission to the Government's Pilkington Committee which has been set up to decide the future of sound and television broadcasting.

The Association believes that a proportion of the air time of a local radio service should be taken up by paid advertising, whose revenue would contribute all, or a major part, of the financial support for each station. The more media there are competing for the appropriation of advertisers, the greater their efforts will be to promote the quality of their work. It is a proposal which will work against monopolistic trends, adds the submission.

Confining its case solely to the financial aspects of local broadcasting, the Association states that its member companies should be given the opportunity of acting as station representatives in respect of such advertising. It is also stressed that—as with the cinema, so with commercial radio—advertising must be made up of a combination of local and national clients. The whole structure of cinema advertising is related to this policy, and the Association's members are geared to meet this dual requirement.

At present, the non-commercial British Broadcasting Corporation (BBC) has a monopoly of radio broadcasting here.

Shanahan Named

(*Continued from page* 1)

tion for both the theatres and the hotels.

Russ Grant has been named assistant to Emerling in charge of advertising and publicity for Loew's out-of-town theatres, and Ted Arnow playing a similar role for Loew's theatres in the New York area, including the State and Capitol, on Broadway.

Ann Bontempo, who has been handling publicity and advertising for Loew's Theatres in New Jersey, has been assigned to hotel promotion.

Roach and Case

(*Continued from page* 1)

duction, which will be made in January on the Roach lot is "Pirate Women." Two other features scheduled for production early next year are "The Rapist" and "Mixed Marriage."

Roach, Jr., and Case were formerly associated in television production with such series as "Racket Squad" and "Public Defender," and both plan to integrate other television productions in their renewed association.

Censor Threat

(*Continued from page* 1)

ceding its annual beefsteak dinner next Tuesday in Maplewood, N. J.

Sidney Stern, N. J. Allied president, said yesterday that the organization had offered its assistance to Sidney Franklin, operator of the Little Theatre, Newark, who was charged with a violation of the city's anti-burlesque ordinance after having shown the film.

Stern said the censorship threats were cause for increasing concern on the part of the New Jersey organization, as they are in many other states, and that a report would be prepared for the Council of Motion Picture Organizations after next week's meeting.

"We consider this a case that Compo should know about," he said.

Among other subjects on the agenda for the meeting is a discussion of local business-building activities and consideration of the advisability of part-time closings of theatres in some localities during the pre-Christmas week.

Pay-TV Argument

(*Continued from page* 1)

all parties to the case have earlier agreed that five days notice of argument would be sufficient. Since this is the case, argument would not interpose any extra significant delay in the consideration of whether to grant a pay-tv license to Hartford Phonevision, Inc.

If FCC decides to grant Cohn's request for oral argument, it is understood that proceedings will be brief. The Broadcast Bureau suggests that allowing each of the parties to the case about 30 minutes of argument would suffice. Under this proceeding —which would be quite unusual for FCC— it is probable that the attorney for Hartford Phonevision would be allowed to reserve a portion of his time for rebuttal of the arguments advanced by both the Broadcast Bureau and Cohn, who represents the Connecticut Committee Against Pay-TV and five exhibitors in the Hartford, Conn., area.

'Alaska' Over $1 Million

"North to Alaska" has pushed past the $1,500,000 mark in 27 days of national release, making the attraction one of the top-grossers of 1960 for 20th Century-Fox, the company reports.

Special Matinees fo 'Ben-Hur' in Britain

From THE DAILY Bureau

LONDON, Dec. 6 (By Air Mail) All theatres playing Metro's "B Hur" here will stage matinee perfo ances every day from Boxing Day Jan. 7 inclusive.

So great is the demand for se during the Christmas season that e screenings of the picture have bec essential. In London it is already possible to obtain seats for Bo Day as well as for several days af wards.

Matinees every day are already rule at the Empire Theatre, Lei ter Square, where the picture's anniversary will be celebrated on D 16. In provincial centres, matinees staged twice weekly at present, bu it is still difficult to accommodate customers.

Playing in Scotland, Ireland

"Ben-Hur" is now playing to pacity houses in Birmingham, Dub Glasgow and Manchester.

Schneider Acquires 'Last of Vikings'

"The Last Of The Vikings," large-scale adventure film in Eastm Color and TotalScope, starring C eron Mitchell, Edmund Purdom Isabelle Corey, has been acquired United States and Canadian distri tion by Major Productions, Inc., was announced by Samuel Schnei president. This is the second Itali made film acquired by Schneider his recent trip to Rome, the other ing "Maciste The Giant."

The Major Productions head c rently is finalizing deals for the quisition of other foreign films, addition to plans for co-product deals abroad.

Mexico Reassures

(*Continued from page* 1)

Co. and the Gold Chain, which gether consist of 329 theatres, confirmed by Mexican governm sources this week. Eric Johnst MPEA president, who visited Mex City last week, told a Metropoli M. P. Theatres Ass'n. meeting in N York last Tuesday that the devel ment "could have a profound eff on the industry all around world."

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TENT TALK

Variety Club News

ILWAUKEE—Tent No. 14 has ıgurated a drive in behalf of the ın Courier children who lost their ıer in a car crash just three weeks owing the death of their mother. old Rose, Allied Artists manager e, has started the campaign with enefit performance at the Capitol eatre. Among the volunteers for the w are Johnny Logan and Frank re of the Milwaukee Braves, and ddin, the magician.

ıtomatic Cashier

(*Continued from page* 1)

ıet. Also present was Frank nce, chairman of the executive ımmittee of Universal Match Co., ich manufactures the change king device used in Vendaticket. "Depending on the success of this t installation," Schwebel declared, have every confidence that the tion picture theatre industry will ıpt Vendaticket universally as an portant ally to effect more efficien- and operating economies."

Located in Lobby

At Loew's 175th St., Vendaticket located in the lobby. The device pears as a metal cabinet, slightly ger than a telephone booth, with e needed directions, buttons, and enings for intake and delivery aced about the front panel. It is a mplete unit, responsive to the eye d finger of the ticket purchaser as yment for tickets is inserted. With- the mechanism are combined the ectronic currency identifier, auto- atic ticket issuer and electro- echanical change-maker.

Separate groups of buttons provide r the different prices of seats, after- ıon and evening, balcony, orchestra loge.

Gannett Chain

(*Continued from page* 1)

scriminatory rates for amusement lvertising.

The Gannett newspapers several ears ago abolished all discriminatory tes on amusement ads.

Yesterday's meeting was another ı a series being held by the MPAA ımmittee with motion picture edi- ırs and newspaper representatives henever such meetings can be ar- nged in New York. They are part f a program adopted by the com- nittee several months ago to permit n exchange of views and discussion f mutual problems with the film age editors, their publishers and ther newspaper representatives.

The discussion yesterday was de- cribed as "very encouraging in very way." It resulted from corres- ondence initiated by Davis, who is Paramount Pictures advertising-pub- icity director, with the publisher, who requested the New York repre- entative of the Gannett newspapers o meet with Davis' committee.

Five New Films Started This Week; Total Number Now in Production 36

From THE DAILY Bureau

HOLLYWOOD, Dec. 7.—With five new pictures started this week, production continues to climb, the total number shooting is 36. Completed were five.

Started were: "Mutiny On the Bounty" an Arcola Production for Metro-Goldwyn-Mayer. This high budget production is being filmed entirely in and around Tahiti. At Paramount, "Love in a Goldfish Bowl" went into production with Martin Jurow and Richard Shepherd producing. Others are "Return to Peyton Place," Jerry Wald's Company of Artists picture for 20th Century-Fox, "The Last Time I Saw Archie" air force comedy being produced by Mark VII, Manzanita Productions and Talbot Productions for United Artists release; and "The Eye of the Needle," an independent production being produced by Gadette Productions of Arizona.

Completed were: "The Big Wave" for Allied Artists; "Homicidal" William Castle production for Columbia release; "Madison Avenue" a 20th Century-Fox production; "The Naked Edge," Pennebaker-Baroda film for United Artists release, and "Posse From Hell," at Universal-International.

Schulke Seeks to Buy Paramount Television

From THE DAILY Bureau

HOLLYWOOD, Dec. 7.—James A. Schulke, vice-president of Paramount Television Productions, Inc., has tendered his resignation, effective Jan. 1, to free himself of conflicting interests during his negotiations to purchase the Paramount subsidiary. He will attempt to acquire all of Paramount's television production holdings, which include local station KTLA, which will continue to operate with no major changes, until negotiations have been resolved.

The assessed valuation of the properties involved in the deal are reported as approximately $10,000,000.

Harman-Kardon Passes To Jerrold Electronics

Stockholders of Harman-Kardon have approved acquisition of their company by Jerrold Electronics Corp.

Under the terms of the acquisition, Harman-Kardon shareholders will receive one share of Jerrold stock for 1.8 shares of Harman-Kardon stock.

Harman-Kardon, manufacturers of high-fidelity electronic components, will operate as a separate subsidiary of Jerrold, manufacturer of electronic amplification equipment for closed circuit television distribution systems, electronic test instruments and electronic consumer products.

Sidney Harman will continue as president of Harman-Kardon and no change in personnel or management is contemplated.

Samuel Wright Dies

(*Continued from page* 1)

vived by his wife, two sons, and a daughter.

Wright started his film career as a salesman for M-G-M, later joining M. A. Connett Theatres as office manager. At the time of his death he operated the Southern Theatre Service and was co-owner of the Lakeview, Fox and Algiers drive-in theatres. He had been secretary of the Louisiana Theatre Owners Association.

Mirisch Slate

(*Continued from page* 1)

wood's creative talent like to work for us because we permit them artistic freedom in the making of our motion pictures." Also, he said, the important attraction of his company is its record of a "succession if important hits, which include 'Some Like It Hot,' 'The Apartment,' 'The Horse Soldiers' and the current, 'The Magnificent Seven'."

"We have all the ingredients that make up the so-called major companies," said Mirisch, "without the problem of studio overhead."

Mirisch Company films, the majority of which are based on best-selling books and Broadway stage successes, include "Hawaii," "Irma La Douce," "Two for the Seesaw," "The Children's Hour," "Toys in the Attic," two Elvis Presley starrers, one called "Pioneer, Go Home," for release at Christmas, 1961, and another as yet untitled; "One, Two, Three" (temporary title), "The Bridge at Remagen," "A Rage to Live," "Haunting of Hill House," "The Great Escape," "Battle," "Roman Candle" and "633 Squadron."

Filming Set for 1962

Six or seven of the above titles will be filmed in 1961, with the remainder to go before the cameras in 1962, said Mirisch.

In answer to a question, the Mirisch Company head said that "hard-ticket engagements should be reserved only for pictures that merit it" and that "there is an abundance of such releases on the market at the present time."

He revealed that "West Side Story" will be presented on a hard-ticket basis beginning in October of next year. Picture, which will run two hours, 15 minutes, will have no intermission. He also stated that "Hawaii," the Fred Zinnemann production of the James Michener best-seller, which will be filmed "on a 'Ben-Hur' scale," will be ready for roadshow engagements in 1963.

Also representing the Mirisch Company at the conference were Marvin Mirisch, vice-president; Leo Roth, vice-president and assistant to the president; David "Skip" Weshner, sales representative, and Guy Biondi, New York advertising and publicity representative. From United Artists were Roger H. Lewis, vice-president in charge of advertising, publicity and exploitation, and Gabe Sumner, publicity manager.

PEOPLE

Bernard Feins, for the past four years head of Paramount's story and writing departments, has resigned, effective Dec. 16. His future connection will be announced early next month.

□

H. E. McManus, associated with Cooperative Theatres, Cleveland, for more than a score of years, and more recently handling three drive-in theatres in Toledo, has been engaged by Smith Management Co., Boston, to handle its houses in Cincinnati, Pittsburgh and Indianapolis.

□

Sydney Box, British writer-producer-director, will write the screenplay for "On My Honor," story of the life of Robert Baden-Powell, it was announced yesterday by Motion Picture Associates. "On My Honor" is the property planned by the late Cecil B. DeMille.

Two Major Films Set For British Studios

From THE DAILY Bureau

LONDON, Dec. 6 (By Air Mail).—Another two major productions are scheduled for British studios.

The screen version of Tennessee Williams' book, "The Roman Spring of Mrs. Stone," will be made at Associated British Elstree studios for world distribution by Warner Brothers. Originally written in 1937—the only novel ever written by Tennessee Williams—"The Roman Spring of Mrs. Stone" stars Vivien Leigh, in her first film role for five years. This A.A. production will be shot in color and wide screen, produced by Louis de Rochemont and directed by Jose Quintero.

Will Shoot at MGM Studios

Scheduled for filming at M-G-M's British studios is "Charlie Is My Darling" for Metro-Goldwyn-Mayer release. It will be co-produced by Irving Revetch and Harriet Frank, Jr., who have written the screenplay, and Martin Ritt, Jr., who will direct.

Daniel Svigals, 79

Funeral services have been held here for Daniel Svigals, 79, father of Ed Svigals, vice-president in charge of sales for Trans-Lux Distributing Corp.

SPECTACULAR 'CIMARRON' BOW TURNS OKLAHOMA



Lights, bands, and crowds converge on the Midwest Theatre to greet the stars as they arrive for the world premiere of "Cimarron."

OKLAHOMA CITY became the capitol of the entertainment world November 30-December for the world premiere of Metro-Goldwyn-Mayer's "Cimarron." The stars of the film and producer Edmund Grainger joined a huge international press corps at the premiere and two-day state celebration sponsored by Oklahoma's Governor J. Howard Edmondson. State and city gave a roaring welcome to Glenn Ford, Maria Schell, Anne Baxter, and the press contingent which sent news of the premiere to all corners of the world. A distinguished and enthusiastic black-tie audience at the Midwest Theatre witnessed the climactic event, the finale of a celebration that included colorful arrival ceremonies, the "Cimarron Parade," the Chamber of Commerce Banquet, the "Cimarron Ball," and a ranch wagon barbecue. At the conclusion of the Governor's Invitational Premiere performance the capacity audience broke into sustained, spontaneous applause bringing the premiere events to an electrifying climax.



Glenn Ford, the star of "Cimarron," expresses his deep appreciation for the warm and enthusiastic welcome that Oklahomans had given him.



Maria Schell gives her autograph to two Indian youths who performed ceremonial dances at the ranch wagon barbecue.



J. A. Willits, 99, who participated in the 188 land rush, takes a taste of buffalo meat fro the "Cimarron Girl," Mary Bishop.



Stanley-Warner executives Paul Townsend, City Manager; Arthur Copeland, District Manager, and Harry Kalmine, Vice President and General manager, meet MGM's General Sales Manager Robert Mochrie and Southwest Division Manager John S. Allen at the airport on arrival.

CITY INTO ENTERTAINMENT CAPITOL OF THE WORLD!



klahoma's Governor J. Howard Edmondson re-ives kisses from stars Maria Schell and Anne Baxter.



Thousands lined the streets of Oklahoma City for the "Cimarron Parade," saluting the stars and the history of the state.



Oklahoma's Indian tribes make Glenn Ford an hon-orary Chief at the ranch-wagon barbecue.



Maria Schell presents a black angus calf to a deserving 4-H Club girl at the Kermac Ranch barbecue.



The Chamber of Commerce banquet gave many distinguished Oklahomans their first opportunity to meet the stars who were introduced from the dais.



To the cheers of Oklahomans, Anne Baxter rides atop a white Cadillac in the "Cimarron Parade."

(*Advt.*)

GET READY FOR 1961's FIRST SMASH HIT WITH 20TH'S
WHIRLWIND CAMPAIGN

Title Tune Sung by TONY BENNETT on Columbia-Out Now!
Sensational JULIE NEWMAR on CBS-TV's "PERSON-TO-PERSON"
And on 5 Major Network Shows-MONITOR, DIMENSION, FLAIR,
Mitch Miller, Fred Robbins! Full Color in LIFE!
JULIE NEWMAR scheduled for LOOK!
Special Stories in All MAJOR FAN MAGAZINES!
Show-Stopping Radio Spots Available Now!
Sensational TV Ads Available Now!



"I GAVE HER THE RUN OF THE HOUSE... and now she wants to have a baby— and my husband!"



20th Century-Fox presents

The MarriaGE-GO-ROUND

starring

Susan Hayward The Spouse
James Mason The Louse
Julie Newmar The Blouse

PRODUCED AND WRITTEN BY LESLIE STEVENS · DIRECTED BY WALTER LANG · COLOR by DE LUXE CINEMASCOPE

Play "Marriage" For A Holiday Bonanza!



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 88, NO. 110 NEW YORK, U.S.A., FRIDAY, DECEMBER 9, 1960 TEN CENTS

ch Says:

oew's to Have ime Number f Theatres

nt to Add in Future, ckholders Are Told

oew's Theatres expects to op- e about the same number of tres in 1961 as in the current , Laurence isch, chair- n of the d, stated wing the pany's an- meeting stockholders oew's State atre here erday. isch said under the pany's pol- of relin- hing thea- which were unprofitable, several



Laurence A. Tisch

(*Continued on page* 8)

lahoma City Right Censor Challenged

Special to THE DAILY

KLAHOMA CITY, Dec. 8. — A challenging the right of this city ensor motion pictures on grounds obscenity was entered here yes- lay.

uit was filed by Union Film Dis- utors whose picture, "For Mem- s Only," was ordered withdrawn

(*Continued on page* 7)

chnicolor 44-Week rnings Show Gain

Consolidated net income of Tech- olor, Inc., after taxes of the com- y and its wholly-owned subsidi- s for the 11 periods (44 weeks) ed Oct. 29, was $418,292, or 19 ts per share on 2,211,679 shares of k outstanding. This compares

(*Continued on page* 2)

LEVISION TODAY—page 7

TOA Warns 1961 May Get Less Pictures Than 1960; Puts Total This Year at 226

Decrying the numerical total of Hollywood releases in 1960, the Theatre Owners of America Bulletin warns its members that not only is there unlikely to be any increase in production by major companies in 1961 but there may be even fewer pictures than in 1960.

The situation underlines the importance to exhibitors of impending production starts by the new Pathe American company, whose first picture, "The Deadly Companions," is scheduled to be available to theatres by April or May, and the new

(*Continued on page* 2)

To Make 'Pepe' Most Famous 4-Letter Word

By SIDNEY RECHETNIK

The international promotion campaign currently underway for Columbia Pictures "Pepe," George Sidney-Posa International production, was detailed to the trade press at the distributing company's home office here yesterday.

The object of the meeting, said Jonas Rosenfield, Jr., Columbia vice-president in charge of advertising and publicity, was to show "what Columbia is doing and will do to make 'Pepe' the most famous four-letter

(*Continued on page* 6)

'Movie Digest' Available At Theatres Next Week

The first issue of "Movie Digest," a monthly publication to be distributed nationally through theatres at the local level, will make its debut next week, it was announced here yesterday by Jim Birr, president of Movie Digest International, Inc.

The magazine will start with a minimum circulation of 1,535,000 copies per month and will be available only at theatres. Patrons are to

(*Continued on page* 3)

FCC's OK to Telemeter For Coast Pay-TV Test

From THE DAILY Bureau

WASHINGTON, Dec. 8. — The Federal Communications Commission has granted to International Telemeter Co., a division of Paramount Pictures Corp., a construction permit for a new experimental television station at Los Angeles. The new station will be used for field tests of a new subscription-tv system being devel-

(*Continued on page* 7)

Progress Reported in Maryland Tax Drive

Special to THE DAILY

BALTIMORE, Md., Dec. 8.— Progress in the campaign of united exhibition in Maryland against coverage of Baltimore theatres in a proposed 5 per cent city sales tax was reported today at a meeting of the board of directors of the Maryland

(*Continued on page* 6)

Vogel Reports:

MGM 1960 Net Sets 12-Year Firm Record

Profit is $9,595,000; Sees 1961 Even Better

Metro-Goldwyn-Mayer had a net profit of $9,595,000 for the fiscal year ended Aug. 31, establishing a 12-year record high, it was announced yesterday by Joseph R. Vogel, president. The figure was a 25 per cent increase over the $7,699,000 earned during fiscal 1959.



Joseph R. Vogel

"The 1960 profit," Vogel said, "represents one of the best yeras in the entire 40-year history of the company and was achieved despite the actors and writers strike in the motion picture industry and even though the earnings of Loew's Theatres, now a separate and independent company, were included during all but the past 3 years."

Vogel said that he was confident

(*Continued on page* 8)

New Exhibitor Drive for Exemption in Minimum Wage Bill Will Start Soon

A new campaign by exhibition to win exemption for theatres from new federal minimum wage legislation which is certain to be introduced early in the new session of Congress starting next month will be getting under way soon, E. LaMar Sarra, Theatre Owners of America's representative on the All-Industry Minimum Wage Committee, reports in the current TOA Bulletin to its members.

Sarra reminds exhibitors that there is no positive assurance that the exemption won for theatres in measures before the last Congress will be continued in the new bills.

"This means," he says, "that exhibitors throughout the country should again ask their senators and congressmen to support exemption of motion picture theatre employes from the provisions of whatever minimum wage legislation is introduced. A campaign to obtain this support will be conducted both by TOA and Compo, which is spearheading the all-industry effort.

"Fortunately, we have in being a

(*Continued on page* 3)

Long Lines for 1st Day Of M.H. Christmas Show

The customary upturn of business at this time of year at Radio City Music Hall got underway with a bang yesterday as long lines formed all day for the opening of the annual Christmas show. As in the past the big upsurge is expected to continue throughout the holidays and beyond the first of the year.

Screen attraction with the Christmas stage show is "The Sundowners." The first-day gross was estimated late in the afternoon at $24,000, which would be an all-time opening day record for the theatre's Christmas show, according to Russell Downing, president.

PERSONAL MENTION

MARTIN QUIGLEY, Jr., and MRS. QUIGLEY are the parents of a daughter, MARY CATHERINE, born to MRS. QUIGLEY yesterday.

•

DAVID A. LIPTON, Universal Pictures vice-president in charge of advertising and publicity, will arrive in New York from Hollywood on Monday for conferences with home office executives.

•

DAVID FOGELSON, general attorney for Stanley Warner Corp. and a member of the firm of Schwartz and Frohlich, has become a grandfather for the first time with the birth of a son, LEWIS, to his daughter, MRS. ARTHUR LIMAN.

•

JOHN WILHELM, branch manager for 20th Century-Fox in Albany, has returned there from New York.

•

BRYAN FORBES, co-producer and writer of the screenplay for Valiant Films' "The Angry Silence," has arrived in New York from London.

•

MILBURN MCCARTHY, president of Milburn McCarthy Associates, public relations, will leave here on Sunday for South America, Africa and Europe.

•

MARIA SCHELL, one of the stars of M-G-M's "Cimarron," will arrive in New York on Sunday from Hollywood.

Tent 35 Installation To Be Held Here Today

Over 600 members of the amusement industry will gather today to install Charles A. Alicoate as incoming chief barker of Variety Club of New York, Tent 35, and to pay tribute to retiring chief barker Harry Brandt. The event will take place in the Grand Ballroom of the Hotel Astor.

John J. Fitzgibbons, Jr., president of Famous Players Canadian Corp., will represent Variety International and install the officers and canvassmen as follows: Robert K. Shapiro, first assistant; Irving Dollinger, second assistant; Jack H. Levin, property master; Jack H. Hoffberg, dough guy, and canvassmen: Bud Edele, Walt Framer, Joseph E. Levine, Morris Sanders, Charles Smakwitz, and George Waldman.

Joey Adams, Julie Newmar, Tony Randall, and Ina Balin will be among the celebrities present for the installation.

28 Per Cent of 1960 Films Were Classified For Adults in 'Green Sheet' Breakdown Shows

Of 191 films classified in the Motion Picture Ass'n.'s Green Sheet in 1960, 54 or 28 per cent were designated adult pictures, a breakdown of the Green Sheet ratings by the Theatre Owners of America's current Bulletin discloses.

The largest category of Green Sheet ratings was "Mature Young People or Young People," with 102 films so classified, equivalent to 53½ per cent of the total.

This caused the TOA Bulletin to observe that "while the incidence of 'Adult' films is high, teen agers who form the bulk of our audiences, can see three out of every four films turned out by Hollywood."

There were only 30 of the 1960 releases classified by the Green Sheet as "Family" pictures, according to TOA, and only five films, or 3 per cent of the total, were rated okay for children unaccompanied by adults.

TOA Warns

(*Continued from page* 1)

ACE Productions company, whose organization is expected to be completed shortly after the first of the year.

The TOA Bulletin says that 10 companies will have released only 226 films by the end of this year, of which 63 were of foreign origin. The 1959 total was 224 pictures, with only 33 originating abroad.

It says "The net figure is 163 American-made films released in 1960; 191 in 1959. This is to be compared with 299 films (of which only a handful were of foreign origin) in 1958, and 425 in 1950."

"Of little more encouragement," it continues, "are the Hollywood production figures—the number of pictures put before the cameras by the major studios. These are an indicator of what to expect in the year ahead.

Total 192 to 191

"In 1958 Hollywood put 192 pictures before the cameras, and in 1959 we had 191 films released (this excludes 33 films made by foreign companies and subsequently acquired by the majors). In 1959 Hollywood put 175 pictures before the cameras; we got 163 of them on our screens this year.

"In 1960 it appears as though we'll have 157, of which at this date 143 have either been completed or are underway. The remaining 14 are scheduled to start before the end of the year. By any count, at least, we'll have less pictures made in 1960 than in 1959, which can only mean that our present majors will give us less U.S.-made films in 1961 than in 1960."

For January and February of 1961, the TOA Bulletin finds the 10 companies scheduling only 31 pictures for release. The companies included in the report are Allied Artists, American International Pictures, Disney Productions, Columbia, Continental Distributing, MGM, 20th Century-Fox, United Artists, Universal and Warner Bros.

Detroit Cooperative Tie-Up for 'Wizard'

A cooperative tie-up on behalf of "The Wizard of Baghdad" has been set in Detroit by the company's regional advertising-publicity manager there, Tom McGuire, involving 50,000 of the special "Wizard" coloring books and 150,000 heralds to be displayed in 62 Kresge Stores in the metropolitan area.

Beginning yesterday and ending the day before Christmas, Kresge will "loan" their Santa Claus to the Fox Theatre from 10:00 A.M. to 4:00 P.M. daily, following which, the 15-minute television show the variety chain sponsors 6 days a week will present the attraction to its large audience via posters and stories from the production, as told by Santa.

At the Fox Theatre each day, Santa will give each child a "Wizard" coloring book and a gift certificate which may be exchanged for a toy in any of the 62 outlets.

Technicolor Net

(*Continued from page* 1)

with consolidated net income after taxes of $186,908 or 9 cents per share for the same period of last year on 2,033,792 shares then outstanding.

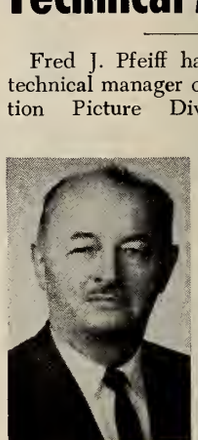
Earnings for the first 11 periods of 1959 have been restated to reflect an improvement for that year due to temporary suspension of the company's contribution to the employee retirement plan a the end of 1959.

Earnings per share for the year to date are stated, and compared with 1959, on the basis of issuance and sale of 175,000 additional shares of authorized Technicolor, Inc., common stock on Sept. 23, 1960.

Consolidated net sales for the 44 weeks ended Oct. 29, 1960, were $23,448,737 as compared with $23,241,493 for the corresponding period of 1959. Earnings before taxes on income were $954,617 compared with earnings before taxes of $450,367 for the 44 weeks of 1959, resulting in an improvement of $504,250 in operating results.

Pfeiff Is Norel Technical Manag

Fred J. Pfeiff has been appo technical manager of the Norelco tion Picture Division of N American ips Com Inc., acco to an anno ment mad Niels T general n ger. Pfeiff mediate re sibility is the Nc 70/35 pro installation service a ties which been acce



Fred Pfeiff

ed by the appointment of addi theatre supply dealers to handl Norelco line.

For the past five years, Pfeif chief engineer of the theatre e ment division of the TODD-AO poration, the original distributo the Norelco 70/35 Projector. In capacity he supervised over 10 stallations of 70mm equipment i United States and Canada.

His experience in the motion ture field dates back to the early of sound, starting with the Ac Department of the Electrical Res Products (ERPI-Western Ele which subsequently became the ent Altec Service Company. with Altec, Pfeiff was involved wide range of activities, incl laboratory control, specialized e ment production, large screen t the introduction of CinemaSco the United States and Europe.

To Promote 'Callagh

Tony Wright, British stage screen star, will headquarter in York and make in-person appear in Philadelphia, Boston and C this week in connection with th tional release next month of Amazing Mr. Callaghan," it wa nounced by Harold L. Spero, g sales manager of Atlantis Films distributor of the Laurent Filn lease.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DEBORAH ROBERT PETER
KERR • MITCHUM • USTIN
IN FRED ZINNEMANN'S PRODUCTION O
"THE SUNDOWNERS"
A WARNER BROS. PICTURE in TECHNICOL
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE S

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bu Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bure Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gal Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times y as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

n Sets Precedent; Tour for 20th-Fox

phia Loren, who has never gone our for any of the numerous ican films she has made, has d to alter that policy for 20th ury-Fox and "The Millionairess." e Italian actress will travel to U.S. cities for advance promo- on the film, which is based on y by George Bernard Shaw. The re is set for February release.

lovie Digest'

(*Continued from page* 1)

ve copies gratis as they leave the re, although the first issue is ed 15 cents on the cover.

hibitors will purchase copies of magazine in bulk quantities on an al contract basis. Contract com- nents from circuits to date are in ss of 1,500,000 copies, Birr said. expects to hit a circulation of 0,000 copies monthly soon.

resent cost to the exhibitor is 1 per copy although no orders are g accepted for less than 5,000 es. Exhibitors are permitted to rt material promoting their local ent and upcoming attractions.

ize of the publication is 5 and ¼ es wide by 7 and ½. The first is- dated December, has an edi- al by Birr stating the function purpose of the magazine. He ; the magazine is designed "to greater understanding and ap- ciation of the movies" to movie- rs.

Previews Included

Each month, he points out, "Movie gest" will preview top productions. will also present factual "behind scenes" features on producers, di- tors, wrtiers, actors and outstand- personalities in the industry. De- tments will include fashions, rec- ds and recording artists, sound ck albums, and others.

The December issue has a number short film reviews and long ones two films—"The World of Suzie g" and "Sunrise at Campobello." ere are "behind the scenes" stories "The Alamo," "Spartacus" and wiss Family Robinson." The shion" department includes an icle by Vyvyan Donner, fashion tor of Fox Movietone News, and illustrated article on gowns worn Doris Day in "Midnight Lace." here are also features on Frankie alon, Robert Ivers, and Tuesday eld. Color photos are employed.

Praises Hyman

All editorial text is to be original, cording to Birr. He credits Edward Hyman, vice-president of Ameri- n Broadcasting - Paramount Thea- es, with "creating the climate for e magazine that will answer a ng-felt need in the industry at a tal time.

Advertisers in the first issue include nulton, a cosmetic concern (full page), Columbia Records Club (a four-page color insert) and Parliament Cigarettes (full page). Advertising rates are based on an initial guarantee of 1,300,000. "Movie Digest" will also offer advertisers "custom-tailored merchandising promotion and tie-ins both nationally and at the local level." A separate fee will be charged for these merchandising promotions.

Publicity for the magazine is available in the form of a 45-second color trailer providing a sketch of the editorial contents and also through vending display racks for use in theatre lobbies.

Hitchcock Blames Exhibitors for 75% Of What Is Wrong with Industry Today

Special to THE DAILY

DETROIT, Dec. 8.—The exhibitor can shoulder 75 per cent of the blame for what is wrong with the motion picture business today, producer-director Alfred Hitchcock is quoted as saying in an interview in the "Detroit News" this week. The article was written by Harold Hefferman, of the paper's Hollywood bureau.



Alfred Hitchcock

The Hitchcock quotes are as follows:

"The men who run theatres haven't done a thing to sell a picture since the days of the silents. At least before talkies they had to hire a pianist or an orchestra to get their patrons in the proper mood. Since those days they've been getting a package deal done up in pink ribbons. All they do now is hire a man to put the film through the projector and sit back twiddling their thumbs.

"Theatre men won't get out and hustle and apply ingenuity. They use the same tired, trite come-ons such as 'terrifying,' 'thrilling,' and 'will stand your hair on end.' The marquees, the lobbies, the newspaper ads are cluttered with them."

Hitchcock is also quoted on his policy for "Psycho," in which he insisted that theatres refuse to seat anyone after the start of the picture. He said that if he had his way no one would be seated for any picture once it had begun.

"You don't start reading a book in the middle, do you?" he asked. "You're familiar with that cliche, 'This is where I came in'? Well, that came from the bad habit of getting to movies smack in the middle. It's just bad timing. After all, those home watching tv don't turn the dial 10 minutes late if they've been looking forward to a particular show."

Merchandisers' Merger

Jay Emmett Associates, Inc., Stone Merchandising Associates and Syd Rubin Enterprises, Inc. are being merged to form Licensing Corporation of America. The new company will be one of the largest character merchandising firms in the world.

Minimum Pay

(*Continued from page* 1)

national organization of exhibitor committees in all of the 50 states and in virtually all the country's 437 Congressional districts. Formed last year, these committees will again swing into action in the campaign that will soon be getting under way," Sarra said.

"In the meantime, I think all exhibitors should get in touch immediately with their senators and congressmen while they are at home and remind them that our industry still needs this exemption. It is of the utmost importance to theatres.

"Statistics show that had theatres been included in the last minimum wage legislation, and had the bills been enacted into law, the increased cost would have closed thousands of theatres."

The Sarra article begins what is planned as a regular feature of TOA Bulletins, to which key members will contribute articles on subjects and in areas in which they are experts.

'Blue Law' Edict Could Affect S.C. Statute

By E. H. KAHN

WASHINGTON, Dec. 8. — Argument before the Supreme Court on the validity of so-called blue laws in Pennsylvania and Massachusetts has been concluded. If the court holds that these laws are not enforcible, it will have an effect on a similar suit brought by theatres in Spartanburg, S.C., which the court did not accept for argument.

In the course of the attorney's presentation to the Justices, it was asserted that mandatory observance of Sunday as the Sabbath imposed an extra burden on businessmen whose faith required observance of a different day. It was also brought out, for example, that it would be possible for a state to enact a "day-of-rest law" which could require that businesses be closed one day a week and that this might be drafted so as to remain within the Constitution.

The court was also assured by David Berger, solicitor for the City of Philadelphia, that the basis for the laws was primarily sociological, not religious. He noted that department store employees are not strongly organized, and asserted that one objective of the law is to assure them a day off.

Another aspect of the Sunday-closing laws is to hold down the competitive impact of suburban shopping centers and stores which want to stay open on Sunday upon the downtown business area.

Final Ad in Compo E&P Series Out

Publication by Compo of a series of advertisements in *Editor & Publisher* will end tomorrow, for a while at least, with the appearance of the 123d advertisement in the newspaper trade magazine, according to Charles E. McCarthy, Compo executive vice-president.

McCarthy said that the regular program of advertising was being ended for economy reasons. In the future, he explained, advertising in *Editor & Publisher* will be resumed from time to time as special conditions may indicate.

Tomorrow's advertisement is the last in a series devoted to the industry's Production Code. Carrying the headline, "Does the Press Need Policemen?" the ad states that the answer was given long ago with free press guarantees in the First and Fourteenth Amendments to the United States Constitution. The advertisement then points out that in its decisions on motion picture censorship cases the United States Supreme Court has repeatedly included motion pictures in those guarantees of freedom of expression.

Text of Advertisement

The text of the advertisement follows:

"The nation's highest court has included motion pictures in those guarantees of freedom of expression.

"Wherever censorship rears its totalitarian head in mass communications it breeds further controls. The censor in America still wants further controls even though he's been licked on every case in the Supreme Court since 1952.

"The motion picture doesn't need policemen any more than the press does. We know our responsibility to the public that supports us and have worked out our own voluntary self-regulation in a Motion Picture Production Code.

"Our self-regulation begins with the typewritten script. Code authorities watch every step along the way, right up to the final print that goes to the theatres.

"And this voluntary self-regulation is supported and adhered to by all responsible film producers, distributors and exhibitors in the U.S.

"It's the American way. Police control is not."

Theatre Firm Formed

ALBANY, N. Y., Dec. 8.—Thurston Theatre, Inc., has registered a certificate to conduct business at 555 Thurston Road, Rochester. Authorized capital stock is listed as 200 shares, no par value.

'Mink' Opens Dec. 19

Terry-Thomas' new British comedy, "Make Mine Mink," will have its American premiere on Monday, Dec. 19, at the Baronet Theatre here, it was announced by Continental Distributing, Inc.

The Exciting TRUE Story of th

"A SURE BOX OFFICE WINNER!" *Film Daily*

"Will net a tidy profit!"
Daily Variety

"U-I has another winner!"
Exhibitor

"Should do good business everywhere!"
M. P. Daily

"Should do very well, indeed!"
M. P. Herald

"Wide appeal!"
Hollywood Reporter





GREAT CAMPAIGN TO SELL "THE GREAT IMPOSTOR"!

A great U-I world premiere showmanship campaign will launch "The Great Impostor" in a New England saturation beginning February 16th at the RKO Memorial Theatre in Boston and in over 100 situations throughout the territory.

Saturation advertising campaign in TV, radio, Sunday supplements, magazines and newspapers, and an all-out promotion campaign with personality tours, special TV and newspaper contests and special events, will pre-sell "The Great Impostor" for great boxoffice results.

Watch for special "Impostor" plan for your territory!

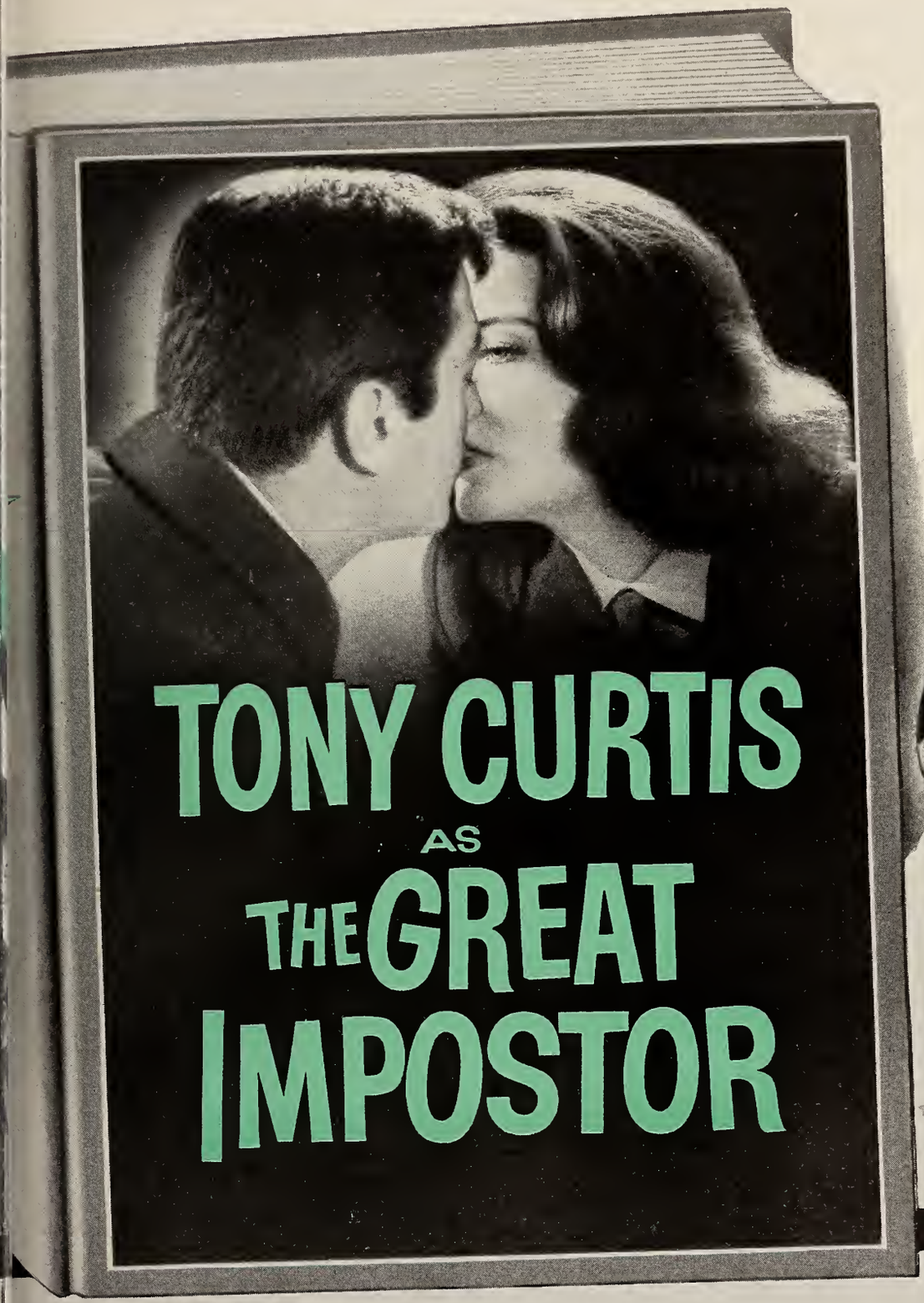
co-starring

EDMOND O'BRI

JOAN BLACKM

Screenplay by LIAM O

World's Most Fabulous Impostor



Based on the incredible facts of the sensational best-seller about the master masquerader... Fred Demara!

...The man whose amazing escapades were featured THREE different times in **LIFE**



TONY CURTIS AS THE GREAT IMPOSTOR

ARTHUR O'CONNELL · GARY MERRILL · RAYMOND MASSEY

ROBERT MIDDLETON and co-starring KARL MALDEN as "Father Devlin"

With the **EXCITING MUSIC OF HENRY MANCINI** *composer of America's best-selling albums!*

ected by ROBERT MULLIGAN · Produced by ROBERT ARTHUR · A UNIVERSAL-INTERNATIONAL PICTURE

Newspaper Color Service For Two Para. Pictures

The Milwaukee Journal's ROP color service, which regularly supplies hundreds of major newspapers throughout the country with color editorial features, is being utilized for motion pictures for the first time with two Paramount releases, Ray Stark's "The World of Suzie Wong" and Jerry Lewis' "CinderFella." Nearly 400 newspapers, in key cities have been offered the special features, which have been tailored for Sunday supplement use with full-color illustrations. Each feature is a full-page layout containing a quarter-page color mat, a black-and-white photo and extended descriptive text. The service will be maintained on a continuing basis on all major Paramount releases.

'Pepe' Drive

(*Continued from page* 1)

word in entertainment around the world." This is the first picture, explained Rosenfield, which represents an integrated operation that includes production and the concept of the film itself. He claimed it is the most important and most expensive production ever handled by Columbia.

Eight Bows in 4 Months

"'Pepe'," said the Columbia executive, "will have eight openings in the United States during the next four months, with 12 premieres scheduled to take place over the rest of the world, including the Far East, during that period." The picture will have its world premiere performance at the Criterion Theatre here on Dec. 21, to be followed by openings at the Lincoln, Miami, Dec. 23, and at the Stanley Warner Beverly Hills, Los Angeles, on Dec. 28. All will be road-show playdates, said Rosenfield.

"For the first time in the company's history," said Rosenfield, "its advertising and publicity representatives in European capitals have been brought to the States for Los Angeles conferences with the film's producer, George Sidney."

He also announced that Dave Golding, who was present at the meeting, will tour with Cantinflas, who stars in the film's title role, and also will supervise junkets of other of the picture's huge star cast at all principal openings.

Trailer Is Screened

Rosenfield then screened for the trade press a special trailer featuring George Sidney, who plugged the importance of the films, and also introduced a series of teaser trailers. The latter trailers showed several of the stars of the multi-star film in individual scenes with Cantinflas. Trailers stressed Cantinflas' role in "Around the World in 80 Days," the film's 35 stars, and its large-scale entertainment ingredients. The regular production trailer also was screened.

Stars who appear in the teasers include Maurice Chevalier, Kim Novak, Bing Crosby, Debbie Reynolds, Jack Lemmon, Tony Curtis and Janet Leigh.

Ferguson Heard

A slide presentation of the campaign's many facets was handled by Robert S. Ferguson, Columbia's director of advertising and publicity, who said that the company's "complete and all-inclusive campaign" is aimed at 'P Day,' which stands for both "Pepe" and "Pay-off," the latter referring to "pay-off to exhibitors playing the picture."

Ferguson showed the special logo prepared on the picture which featured stylized line drawings of Cantinflas in his role as 'Pepe,' with simple copy saying, "Pepe, That's Me." This logo is the key art in all advertising aids prepared for the film.

Features Many and Varied

Other campaign highlights shown and discussed by Ferguson included the mailing pieces that were sent from wherever the film was shooting at the time; Pepe's Diary, reproductions of articles in newspapers and magazines sent to exhibitors over the country; a 40x60 poster made up of syndicated column breaks accorded the film during its shoooting in Las Vegas; a photo showing Cantinflas receiving the Foreign Press Awards, while the picture was in work, which was sent around the world; feature story and art breaks in such national magazines as "Holiday," "Seventeen" and "Vogue," and a calendar with each month featuring a scene from the picture.

Newsreel Distributed

Ferguson then detailed a huge tie-up with Macy's which was highlighted recently by the appearance of a "Pepe" float and star Shirley Jones in the store's Thanksgiving Day Parade, which was network televised. A newsreel of the event was made up and sent all over the world, said Ferguson. The store tie-up is keyed to a "Pepe-Fiesta," with clothes, toys, etc., geared to this theme. "Pepe" merchandise tie-ins include dolls, sweatshirts, piggy banks, matches and buttons.

Travel and tourist agencies over the world are scheduled to carry "Pepe" posters and picture information, said Ferguson, who also detailed the various record tieins on the film's music, starting with the Colpix sound track album, and, to date, including several 45 rpm recordings representing eight different record companies.

'N.Y. Times' Used

Full page ads in the *New York Sunday Times*, since last Labor Day, when the world premiere date was set, subway and bus posters, all were shown and explained by Ferguson. Also shown were French and Italian-language teaser trailers, with Chevalier, and Dan Dailey, respectively.

FBI Head Taken to Task at Miami For Criticism of Violence on TV

Special to THE DAILY

MIAMI, Fla., Dec. 8.—Television and motion picture executives here have very definite views concerning J. Edgar Hoover's recent criticism of tv for causing a rise in crime. They lost no time expressing their opinions, which summed up, according to an article in the *Miami News*, is a belief that the FBI chief should stick to "rounding up crooks," instead of attacking their programs.

The most frequent comment by local theatre and tv station heads, the article points out, is that the FBI chief exaggerated his case against violence and sex "being piped into youthful minds."

"I wonder if the same kids Mr. Hoover talks about would have done the same things before the era of television?" Lee Ruwitch, executive vice-president and general manager of Channel 4, is quoted as asking.

Cites Magazine Material

"There is no difference between seeing a story of violence on tv and reading it in a magazine or newspaper. In fact, if children see it on tv they may develop some kind of social conscience," Ruwitch told the *Miami News*.

Ruwitch is quoted in the article as calling Mr. Hoover's thinking distorted and medieval and wondering if children of Shakespeare's time would have been banned from seeing the Bard's plays because they are sometimes violent, had Hoover lived in those days.

"I think that whatever we reflect on tv should be a reflection of reality, and if life is that way we should show it," Ruwitch is quoted as saying.

Another television executive, Niles Trammel, president of Channel 7 and former top man with the NBC network, agreed with Ruwitch's remarks.

The article quotes Trammel as saying, "I have a profound respect for Mr. Hoover, but his picture is exaggerated." He added that some of Hoover's studies and surveys were obviously out of line.

Trammel continued, "We screen everything that we put on the television screen and we know we have a certain amount of crime films. But I think in general television is doing a very good job."

Wolfson Voices Defense

Mitchell Wolfson, president of Wometco Theatres, told the reporter who wrote the article that movies are becoming more responsible than ever.

"We must always be on guard to see that too much violence doesn't appear in the medium," Wolfson is quoted as saying. He concluded with the following: "I know that the responsible leaders of the screen industry have this very much in mind, and while we have no right to impose censorship here at Wometco, we are extremely conscious of this responsibility."

TENT TALE

Variety Club News

CLEVELAND — Tent No. 6 selected Ohio Boys Town of this as its permanent charity, it has announced by Jack Silverth Heart Chairman. Boys Town non-sectarian, interracial home "unwanted boys," the slogan of w is "No Boy Shall Feel Unwan The Variety Club drive will seek only funds, but also household essities—blankets, furniture, toa and other things needed in a h

Md. Tax Drive

(*Continued from page* 1)

Theatre Owners Association, a affiliate, at the Variety Clubr here.

President John G. Broumas sa full report was given on the Baltir tax fight by William J. Fischer of timore, who cited the joint effort Maryland TOA and the Maryland lied States unit against it.

Plans were also completed, he s for a reception to be held Jan. 1 Annapolis, to enable Maryland t tre owners to meet their Assem men and State Senators. He repo all members of the Maryland unit invite their House of Delegates Senate members to the "get acqua ed" reception.

Broumas said that Fischer named chairman for the unit's ann convention, which will be held Ju 27 and 28 at the George Washing Hotel in Ocean City. William Meyers of Baltimore was named sistant chairman, and Samuel Mell of Denton, coordinator.

Arrangements were also further for Maryland's participation in joint Washington, D. C.-Maryla Virginia TOA units in a o day convention with National T to be held in Washington March the day following the close of mid-winter meeting of Natio TOA's board of directors and exec tive committee.

'Esther' Doing Well in Small-Town Theatres

"Esther And The King," 20th Ce tury-Fox's Thanksgiving holiday r lease, is reported to have develop a pattern of unusually large sma town business similar to that co tributing to the success of "North Alaska." In four days at the Par mount Theatre in Youngstow "Esther" grossed $2,554. The fi four days of "The Story Of Ruth was $1,471 at the same theatre.

In six days at the Poli Theatre Waterbury, Conn., "Esther" took $2,812 to "Ruth's" $2,076. Openi day at the Paramount Theatre Syracuse, "Esther" grossed $607 "Ruth's" $453. In five days at th Astor Theatre in Reading, Pa "Esther" did $2,888 to "Ruth's" $2, 545, and the two week total in Bu falo was $13,166 to "Ruth's" $11,11

Astaire to Repeat TV Show on Feb. 20

Special to THE DAILY

ETROIT, Dec. 8.—Acclaimed by as the best of his three TV als, the Fred Astaire show of September, "Astaire Time," be shown again on NBC-TV in . Richard E. Forbes, director of orate advertising, Chrysler Cor- ion, announced today that be- e of the reception from press public alike, the show will be ated. It will be telecast in color NBC-TV on Monday, February rom 8:30 to 9:30 P.M., E.S.T. staire is the star and executive ucer of the hour-long show. Fea- d performers are Barrie Chase, nt Basie and his Band, Joe Wil- s, the Hermes Pan Dancers, and id Rose and his Orchestra.

elemeter

(*Continued from page* 1)

d by Telemeter. There will be no lic participation in the test.

he experimental toll-tv station will rate on Channel 5 between 1:30 I. and 8:00 A.M., when KTLA, licensee of the channel for "free" s not on the air.

TLA is run by Paramount Televi- n Productions, also a division of amount Pictures.

The test proposes installing in Tele- ter's laboratory an experimental -power transmitter which will d mostly scrambled signals that be picked up in intelligible form y by Telemeter's receivers.

n the past, FCC has granted ex- imental toll-tv authorizations. In s case, it waived a portion of its es to permit Telemeter to dispense h a normal 30-day waiting period or to making the grant.

natra Signs with UA \$15,000,000 Deal

Arthur B. Krim, president of Unit- Artists, and Frank Sinatra have ntly announced the signing of a een million-dollar multiple motion ture deal. Sinatra's Essex Produc- ns, which will produce the films distribution by U. A., will move mediately into offices at Desilu wer Studios in Hollywood. Work s already begun on several screen- ays, titles of which will be released ortly.

ees Transatlantic TV ossible Within Year

From THE DAILY Bureau

WASHINGTON, Dec. 8. — Trans- lantic television could be a reality ithin a year, according to Dr. Har- d A. Rosen, of Hughes Aviation orp. This could be accomplished, e said, by sending up a small satel- te, about the size of a hatbox, to a eight of 22,000 miles above the quator. The cost of such a satellite, e stated, would be \$15 million or ss.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

NANETTE FABRAY will co-star opposite Wendell Corey in a new family situation-NBComedy teleseries, the initial episode, "Yes Yes Nanette," set to preem, Friday, Jan. 6 (8:30-9 P.M.) "Westinghouse Playhouse," is the title of the initial script by Nanette's real-life husband Ranald MacDougall, who will supervise scripts to be written by various writers. . . . Jack Benny's music-TVariety special on NBC, Thurs., Feb. 9, "Remember How Great?" will feature Andy Williams, McGuire Sisters, Juliet Prowse, Connie Francis and Hermes Pan Dancers. . . . Roz Starr, whose amazing store of knowledge of Broadway and Hollywood lore, makes her a walking "show biz encyclopaedia," will spend the Yuletide in Hollywood where she will open a branch office. . . . Jackie Gleason will return to tv soon after the new year when he'll be CBSeen as the host of a new quizzer, "You're In The Picture," featuring a panel of name guests and co-sponsored by L & M Cigarets and the Plymouth Division of Chrysler Motors. . . . Don't look now but that red-faced, white-bearded gent known as Santa Claus, is breathing down your neck. The first two of our annual crop of Christmas Cards has just been brought in from Mrs. Frances (Miss Frances of Ding Dong School) Horwich and Billy Hayes, the cleffer (with Jay Johnson) of the standard ballad, "Blue Christmas." (same to you, you, you AND you.) . . . Out west everyone has a side-line. Bob Hope owns the Cleveland Indians (okay, okay—one of the stockholders) Bing Crosby ditto, the Pittsburgh Pirates, Sinatra and Peter Lawford, a Bistro and now we learn that one of our favorites of radio Phil (Mr. Keen, Tracer of Lost Persons) Clarke has purchased the Dawn Motel located at 10018 South Western Ave., Los Angeles. (But don't get him wrong, Mr. Skolosky, he stills loves to thesp.) . . . Diane Cilento, Australian born actress, seen on Broadway in "Tiger At The Gates" and "Heartbreak House," has been signed to play "Becky Sharpe," in the Tversion of Wm. Makepiece Thackarey's "Vanity Fair." The two-hour presentation (in 2 parts) will be CBSlotted at 7:30-8:30 P.M. Thursday and Friday, Jan. 12 and 13. . . .

☆ ☆ ☆

A new NBContract with Four Star Television will give this net exclusive rights to "The Dick Powell Show," a series of one-hour adventure programs for the 1961-62 season. Dick will host the entire series but will star in one-third of the segs. . . . Aside to Patt Barnes (WISN) Milwaukee: When the 21 Postal workers appeared last week on your station to plan the annual "Mail Early" drive, we guess your deejays spinned the Morey Davidson-Sammy Eatkins fine waxing (Morsam Label) "It's One Day Closer To Xmas." . . . Tammy Grimes, star of the Broadway click, "The Unsinkable Molly Brown," has been signed to appear in 3 upcoming Ed CBSullivan stanzas, the first one taking place Sunday, Jan. 1. . . . Appears that the ABC-TVehicle, "The Islanders," will sink from sight sometime about next April to be replaced with a TVersion (series) of MGM's "The Asphalt Jungle." . . . Tunester Harry Filler (delphia) rates ASCAPlaudits for his well-written article titled "The cut-in practice" which appeared in the July issue of Songwriters' Review. . . . Pert and purty Jolene Brand, (recent contestant for "Miss Rheingold" crown) has been named to succeed Peggy Connolly as permanent member of Erie Kovacs' "Take A Good Look" series TVia ABC. . . . Marvin L. Lowe, former mid-west film exec and recently associated with NTA has been named account exec for Seven Arts Prod., stationed in Chicago. . . . Sales of Young Augie Rios' new platter, "Feliz Navidades" (Merry Christmas To All) MGMaking that waxery happy indeed. 50,000 disks in last 2 weeks. . . . Talented Robert Vaughn, nominated last year for a best supporting role "Oscar" for his effort in "The Young Philadelphians," will be seen Jan. 3 opposite Pippa Scott in the ABC-TVer, "Stagecoach West." George Hoover of the ABC Press Dep't. couldn't disguise the pride with which he told us this item and when we mentioned our discernment of his feelings, admitted that he and Robert were classmates when they attended Los Angeles City College. . . . The NBColorcast of "Project 20," Wed., Dec. 21, (8:30-9 P.M.) "The Coming of Christ" will carry NO commercials. Sponsor is United States Steel. . . .

Nat'l Sales Unit For RKO General

Hathaway Watson, vice-president in charge of broadcasting of RKO General, has announced the creation and establishment of a central sales organization of national sales managers with headquarters in New York. This sales staff will work with national representatives to provide closer liaison with RKO General stations, and will further the development of national sales by direct relationships with agencies and advertisers.

Watson announced the appointment of Robert J. McNamara as director of sales plans. McNamara, who will function as director and coordinator of the newly established sales force, will make his office at the RKO headquarters in New York and will report directly to Watson.

Regional Sales Heads Named

In addition to the appointment of McNamara, Watson confirmed the appointment of sales managers who would be associated with RKO General stations throughout the country. Each would represent the individual radio and television stations and be responsible for national sales, reporting directly to the manager of his station. The list of appointed national sales managers includes: Paul Martin, KHJ Los Angeles (Eastern); Richard Jacobson, KHJ-TV Los Angeles; Proctor Jones, WNAC Boston, & Yankee Network; James Gates, WNAC-TV Boston; Sidney Allen, CKLW, CKLW-TV Detroit (Eastern); Herbert Clarke, KFRC San Francisco; Gordon Lawhead, WHBQ, WHBQ-TV Memphis; Perry Ury, WGMS Washington.

Wilke in New Post

Robert Wilke has been named director of corporate sales relations for RKO General. He will assume responsibility for overall corporate relations between RKO and the agencies and advertisers who use the several RKO stations.

Okla. City Censors

(*Continued from page* 1)

from the Warner Theatre here by the chief of police. The film had run for two days—Sept. 14 and 15 — when citizens complained to the police department. Following a private screening for the city review board the police chief advised Paul Townsend, manager of the Warner, that he must discontinue the booking or police would confiscate the film as evidence.

In its suit Union Film points out the picture has played in 23 cities in the U.S. and was cleared by Federal Customs as well as Maryland and New York censor boards. The distributor charges the police action is an "unconstitutional restraint upon communications, for it sets up an individual censorship of motion pictures." Violation of the First and Fourteenth Amendments to the U.S. Constitution is also charged.

Loew's to Have Same Number of Theatre

Contemplating Adding More, Tisch Reveals

(*Continued from page* 1)

might be disposed of, but these could be offset by the addition of two theatres in New York replacing the old Lexington and 72d Street Theatres. The circuit presently consists of about 100 theatres.

He said the company would like to add more money-making theatres to the circuit and that it did not anticipate any difficulties from the Department of Justice, whose approval is needed, in doing so.

Tisch estimated earnings for the first quarter of the current fiscal year, begun Aug. 31, at "about the same as last year, 13 or 14 cents per share," on the approximately 2,600,000 shares outstanding.

He said the actors and writers strikes in Hollywood last spring, which reduced picture releases subsequently, was responsible for holding down earnings to some extent but added, "Business could get much better. Any time we get good product, we do better business."

During a question period at the meeting, Tisch assured one stockholder who wanted to know whether the company was abandoning theatre business for hotel operation, that "Loew's is remaining in the theatre business. As long as they make pictures," he said, "we'll exhibit them."

The stockholders reelected all 15 directors and rejected a proposal made by a stockholder for the adoption of the cumulative voting system for the election of directors.

Directors reelected are: George T. Baker, Charles B. Benenson, James Bruce, Thomas J. Connellan, Leopold Friedman, Arnold M. Grant, Lewis Gruber, Herbert A. Hofmann, John F. Murphy, Thomas L. Norton, Eugene Picker, Simon H. Rifkind, Laurence Tisch, Preston R. Tisch and Jay Wells.

Questioning of Tisch by stockholders brought out that the recent sale of Station WMGM to the Crowell-Collier company for $10,950,000 involves a substantial capital gains tax. The sum is payable $7,950,000 at closing and $3,000,000 within 18 months. Tisch said he believes it is the "highest price ever paid for a radio station."

Own 600,000 Shares

Answering a stockholder, he denied the sale was made to aid in financing the company's new hotels, the Summit and American in New York. Tisch said he and his brother own more than 600,000 shares of Loew's Theatres stock and if they had been solely interested in entering New York hotel operation they could have used the money for that purpose instead of investing it in Loew's.

He said the company has plans for two motor hotels, one in central Washington, D. C., and the other at 8th Ave. and 51st Street, New York. The stockholders were told that Loew's Theatres will receive $200,000 annually on a 99-year lease from Tishman Realty Co. for the property on which Loew's 72d Street Theatre stands. Tishman will erect a 34-story cooperative apartment building on the site.

Tisch said the rental represents a "tremendous increase" over what the property was earning as a theatre.

Tisch presided at a Loew's Theatres stockholders meeting for the time and handled the meet smoothly, even though professio shareholders such as John Gill and Martha Brandt were in atte ance. Meetings formerly were sided over by Leopold Friedm who resigned as chairman last S tember but continues a member the board.

Loew's Theatres expects to immediate profits from its new tels as soon as they open, Tisch the shareholders. Unlike in manuf turing and many other industr no breaking-in period is required hotels, he explained.

Pre-opening expenses of the Su mit at East 51st Street and Lexi ton Avenue and the Americana New York at Seventh Avenue tween 52nd and 53rd Streets being written off in their entir against current income, he adde

Looks for 20% Return

"I can say," Tisch declared, "t we are looking for a return fr these hotels of at least 20 per c on our cash outlay although I hon ly believe that it will be much m than that."

Construction is on schedule a costs are "well within" original co struction budgets with the Sum expected to open this coming Ju and the Americana of New York d for completion in the spring of 19 he said.

Looking to the future, he explain that because Loew's Theatres, has heavy investment in real estate, cash flow is relatively large a amounted to nearly $6,000,000 in t fiscal year ended August 31, 196 and can be expected to increase by wide margin over this figure on the new hotel projects are in oper tion.

Stockholder Told Plans fo Hotels, Motel

MGM's 1960 Net Sets Record

(*Continued from page* 1)

that earnings for fiscal 1961 would substantially exceed the 1960 figure.

Vogel pointed out that each division of the company continued to operate profitably during the year just concluded. Gross revenues from film production-distribution operations amounted to $102,625,000 during 1960. They were slightly higher than those of the previous year while net income before interest and income taxes from these operations amounted to $10,212,000, an increase of approximately $3,800,000 over the previous year.

'Ben-Hur' Included

"This favorable trend reflects both improved quality in our pictures and tighter control over operations," Vogel said. "The above figures for film production-distribution include 'Ben-Hur,' which had only been presented in 84 theatres by the end of the fiscal year and which is rolling up the biggest grosses and longest engagements of any release in industry history."

The annual report just mailed to stockholders noted that the company had working capital of $81,866,000, including $40,520,000 of cash and U. S. Government securities. After payments totaling $9,800,000, including dividends of approximately $3,000,000 and reductions in long-term debt and purchases of company's stock in the sum of $6,800,000, working capital increased by $900,000 during the year.

Equity Increased

Stockholders equity increased from $87,463,000 to $89,864,000 by the end of the fiscal year.

The company has maintained regular quarterly dividends since the recommencement of dividend payments on Oct. 14, 1959. Four payments were made at the quarterly rate of 30 cents per share. On Sept. 7, 1960, a payment at the increased rate of 40 cents was declared payable on Oct. 14, 1960 and a second payment at this increased rate was voted on Nov. 29, 1960, payable on Jan. 13, 1961.

In his letter to stockholders, Vogel wrote: "Earnings for the first quarter of this fiscal year appear to be moderately above those for the first quarter of the year just ended. I am confident that with the splendid overall condition of the company, together with the importance and attractiveness of pictures to be released on our up-coming schedule, earnings for the full year ending Aug. 31, 1961, will substantially exceed those of 1960.

"Since the close of the 1960 fiscal year, the company has taken an important step in its long range growth program. It acquired the profitable Verve Records Inc. in an all-cash transaction. This acquisition will add more than 30 per cent to the volume of our record sales. Verve is the top American jazz label, featuring most of the outstanding artists in this field.

Will Expand Further

"In adding Verve to our already outstanding catalog of popular music, we have broadened the base of our records operations and now cover several important fields of music. We will continue our efforts to expand into other record fields with the emphasis on classical music."

During the year, licensing of pre-1949 features and short subjects continued satisfactorily and by Aug. 31, 1960, licensing contracts totaled $58,351,000, of which $21,766,000 remains to be earned.

The extremely valuable feature pictures made by M-G-M since 1948, none of which have been shown on television, are being reviewed so that the company will be able to act promptly when circumstances are most favorable, Vogel said.

The company's music operations continued profitably during 1960, and since the acquisition of interests in two English music publishing houses —B. Feldman and Francis Day & Hunter Ltd.—revenues and earnings from abroad have increased substantially.

'Alamo' at $25,640

John Wayne's "The Alamo" grosse a smash $25,640 in the sixth week o its road-show engagement at th Rivoli Theatre on Broadway, accord ing to United Artists.

'Butte field 8' at $2,600,000

Metro-Goldwyn-Mayer's "Butte field 8," showing consistent holdov power, has already grossed over $2 600,000 at the box office in repor from its first 139 engagements. this pace, it is equalling the bloc buster business of "Cat on a Hot Ti Roof" and easily exceeding the ope ing weeks and holdover weeks "North by Northwest" and "Plea Don't Eat the Daisies," M-G-M sai

Loew's Theatres' Ad Budget Is $1,700,000

Loew's Theatres has an annual advertising expenditure of $1,700,000, Laurence A. Tisch, board chairman, told stockholders at their annual meeting here yesterday. The information was offered in reply to a stockholder's question.

Tisch also reported that the company had about 15,000 shareholders, down slightly from the previous year, and about 4,000 employes, also representing a slight decline.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 88, NO. 111 NEW YORK, U.S.A., MONDAY, DECEMBER 12, 1960 TEN CENTS

uring 1961-1962

.S., Rumania ign Pact for ilm Exchange

urchase, Sale Provided; stribution to Be Aided

By E. H. KAHN

WASHINGTON, Dec. 11. – The S. and Rumania have exchanged lomatic notes which provide ar- gements for cultural exchanges– luding cooperation in motion pic- es–during 1961 and 1962. At the ning of the documents, represent- ves of both nations asserted that se exchanges would enable the ples of each country to obtain a tter understanding of the other. The portion of the exchange agree- nt dealing with motion pictures ovides:

(1) Each nation will help provide negotiation of contracts between

(*Continued on page 4*)

ontract Set for Extras n Video Commercials

From THE DAILY Bureau

HOLLYWOOD, Dec. 11. – The creen Actors Guild, the Screen Ex- as Guild and the New York Film roducers Association have announced ue successful conclusion of negotia- ons for a new collective bargaining ontract governing the employment f extra players in television commer- ials.

For the first time, the extra players ontract sets special rates for extras

(*Continued on page 5*)

Beverly to Handle Atlantis Package

Beverly Pictures, Inc., headed by Herbert L. Bregstein, has been named West Coast representative for the oon - to - be - released double bill, Prisoners of the Congo" and "The Amazing Mr. Callaghan," it was an- ounced by Harold L. Spero, general ales manager of Atlantis Films, Inc.,

(*Continued on page 4*)

TELEVISION TODAY—page 5

Columbia Stockholders, Employees To Be Offered 300,000 S. G. Shares

From THE DAILY Bureau

WASHINGTON, Dec. 11.–Screen Gems, Inc., has filed a registration statement with the Securities and Exchange Commission seeking registration of 300,000 shares of common stock, to be offered (1) for subscription by the common stockholders of Columbia Pictures Corp., (its parent) on the basis of one new share of Screen Gems for each five shares of Columbia Pictures held, and (2) for subscription on the same basis by participating employees under the Columbia Pictures Corp. employees' stock purchase plan.

Hemphill, Noyes & Co., and Hallgarten & Co., are the principal underwriters. The record date, subscription price and underwriting terms are to be supplied later.

Screen Gems, Inc., is principally engaged in the production and distribution of television film series, the

(*Continued on page 4*)

De Luxe Expansion Set For March Completion

The million-dollar expansion program undertaken last summer at De Luxe Laboratories to handle an inticipated increase in 70mm Todd-AO prints should be completed by March 1, Alan E. Freedman, president, said at the weekend.

"The latest available processing machinery is being installed as planned," Freedman said. He outlined the design of the new equipment which includes electronic high-speed color printing machines; multi-lateral striping machines, making possible the additional tracks for George Stevens' planned five-language track for

(*Continued on page 4*)

Cyril Landau Assistant To 20th-Fox's Goldstein

From THE DAILY Bureau

HOLLYWOOD, Dec. 11. – Cyril S. Landau has been signed as assistant to Robert Goldstein, executive head of production at 20th Century-Fox, and is giving up his law offices both in New York and Los Angeles to assume his duties at once.

Landau has been associated with motion picture production, distribution and theatre operations since

(*Continued on page 4*)

$5,250 to Charity on Behalf of N. Y. Variety

By WILLIAM WERNETH

Donations to charity amounting to $5,250 on behalf of the Variety Club New York Tent No. 35 by retiring chief barker Harry Brandt highlighted the annual installation luncheon of the organizaiton in the grand ballroom of the Astor Hotel on Friday. Members and guests also heard incoming head Charles A. Alicoate pledge to do all within his power to double the present membership of the Tent.

Also installed during ceremonies conducted by John J. Fitzgibbons,

(*Continued on page 4*)

20th-Fox Considers Reissuing 'King And I' In 70mm Version; Original Bookings Were 35mm

A reversal of the usual exhibition policy of releasing a film in 70mm for roadshow engagements and then employing a 35mm printdown version for subsequent bookings is currently being considered by 20th Century-Fox.

The picture in question is "The King And I." It is one of the films photographed in the CinemaScope 55 process back in 1956. Original plans to release it in a 55mm print were dropped as impractical and the picture went out in all engagements in 35mm CinemaScope.

Now the company has taken the 55mm print and blown it up to 70mm. It was screened in that version for top 20th-Fox executives at the Rivoli Theatre last week.

If the company proceeds with plans to reissue "King" in 70mm, it is probable they will use the original promotional campaign, up-dating it by adding "Now see it on the big 70mm screen" or words to that effect.

Studied for Long

Loew's Circuit Production Entry Dropped

Idea Said Abandoned for Other Diversification

Whatever interest Loew's Theatres had in engaging in film production has completely waned and the prospect cannot even be considered to be still alive, a company executive said when questioned on the status of the idea.

The official said that an examination of the advisability of the company entering film production was first broached about a year ago and was given some consideration along with other possible areas of investment and diversification.

The existing shortage of product for the company's theatres provided

(*Continued on page 4*)

Court Allows Theatre Take-Over by N. T. & T.

Federal Judge Edmund L. Palmieri has approved the acquisition by National Theatres & Television of the Centennial Drive-In Theatre at Littleton, Colo., following hearings in U.S. District Court here. The Anti-Trust Division of the Department of Justice entered no objection to the acquisition which N.T.&T. had contended would not adversely affect competition in the area.

The court was told that the thea-

(*Continued on page 2*)

Stanley Warner Plaque Honors George Sidney

From THE DAILY Bureau

HOLLYWOOD, Dec. 11. – A plaque honoring George Sidney, producer-director of Columbia Pictures' "Pepe," will join those of Cecil B. DeMille and Otto Preminger as the third Gold Award Plaque for outstanding production-direction to be placed on permanent exhibition in the Gold Room of Stanley Warner's Beverly Theatre here.

Pat Notaro, Stanley Warner zone manager, made the presentation to Sidney on Friday.

PERSONAL MENTION

LAURENCE A. TISCH, chairman of the board of Loew's Theatres, left here at the weekend for London. PRESTON R. TISCH and CHARLES KURTZMAN, circuit officials, and JAMES SHANAHAN, of Loew's Hotels, are in Boston today from New York.

•

MAURICE A. BERGMAN, East Coast public relations coordinator for the Academy Awards, and KALMAN B. DRUCK, president of Harshe-Rotman & Druck, public relations counsel for the Academy, will leave New York today for Los Angeles.

•

IRA D. BECK, Latin American television supervisor for United Artists Associated, will arrive in New York today from Mexico City.

•

RICHARD ATTENBOROUGH, co-producer and co-star of Valiant Films' "The Angry Silence," and SIG SHORE, who is co-presenting the film, will leave here today for Hollywood.

•

HAROLD I. TYLER, former exhibitor now a New York Assemblyman, has returned to Chittenango, N. Y., from Albany.

•

CARY GRANT returned to Hollywood at the weekend from New York.

•

PAT NOTARO, Stanley Warner West Coast zone manager, will leave Los Angeles tomorrow for New York.

W. A. Hartung Dies at 76

SEATTLE, Dec. 11.—William Arthur Hartung, 76, pioneer in the field of exhibition in this and other areas, died at his home here following a heart attack. Active in Seattle since 1929, he had managed the Orpheum and later the Paramount theatres here. In his earlier days he had operated houses in Vancouver, Denver, Omaha, Milwaukee and St. Louis.



Nine-City Tour for 'Where the Boys Are'

M-G-M has launched a nine-city tour in Milwaukee and Cleveland on behalf of its holiday attraction, "Where the Boys Are." In the traveling group are the producer of the picture, Joe Pasternak, with several of the cast of new, young talent including Paula Prentiss, Jim Hutton and Maggie Pierce. Si Seadler, M-G-M's eastern advertising manager, is also with the group.

"Where the Boys Are," which also stars Dolores Hart, Yvette Mimieux and the singing record star Connie Francis, will have its world premiere in Fort Lauderdale on Dec. 21 culminating the promotion trip.

In Milwaukee the visitors were tendered an invitational luncheon followed by interviews with the press as well as appearances on leading tv and radio stations. They were in Cleveland Wednesday for a full schedule of activities.

Their itinerary includes Detroit, the next stop, followed by Columbus, Atlanta, Charlotte, Richmond, Washington and Fort Lauderdale. They will subsequently return to New York in time for the picture's opening at Radio City Music Hall.

New Fox Dallas Offices Will Be Opened Today

Special to THE DAILY

DALLAS, Dec. 11—Twenieth Century-Fox on Monday will formally open its new offices at 1400 St. Louis Street here. The company now is in the last stages of moving operations from its "film row" building.

The new quarters, constructed under the supervision of Clarence A. Hill, head of branch operations for the Fox organization, combine all facilities on one floor at the street level. The screening room seats 56; offices and shipping room will serve some 600 theatres throughout the Southwest.

Company executives who will attend the "open house" on Monday include C. Glenn Norris, general sales manager, and Thomas McCleaster and Robert Conn, of the Fox "sales cabinet."

Koch Joins Essex Prods.

Howard W. Koch has been named executive producer of Essex Productions, it was announced by Frank Sinatra, president of the company, which has signed a $15,000,000 multiple-picture deal with United Artists. Koch will assume his new post immediately with offices at Desilu Gower Studios. He most recently was associated with Norman Panama and Melvin Frank in the production of "The Facts of Life."

Musician, Financier Join in New Firm

By SAMUEL D. BERNS

HOLLYWOOD, Dec. 11.—An unusual union of talents has been effected with the formation of a new producing firm, which will make theatrical features under the Academy Productions, Inc., banner and filmed television spectaculars as well as regular filmed series through Heritage Productions.

The two-men executive team consists of Buddy Bregman, young, dynamic and prolific music composer-conductor and arranger who will function as producer of the association's projects, and Paul Benton, president of Western Trust, with other financial and building interests in this area, who will now devote his major activity to theatrical ventures with Bregman.

Headquartering on the Goldwyn Studio lot, Bregman and Benton have already put a program of four pictures for 1961 in motion, which are completely and independently financed. The first of these, "The Evil Weak," will start shooting Jan. 18. The second one, "High Button Shoes," film version of the Broadway hit musical will be filmed in April. Other two films on the '61 slate are "Hate Town" and "The Robert E. Lee Story."

In an interview with the new production team, Bregman disclosed an arrangement with Schenck Enterprises to handle all releasing negotiations for the individual films.

Heritage is currently producing "The Song and Dance Men" as a filmed spectacular to be sold later, on the premise that it is generally difficult to get all the people you want for a special tv show; and this method of filming one that can be available when the sponsor wants it affords greater freedom of production without concern for deadlines.

Another spectacular planned this year will be "The Jimmy McHugh Story," Bregman said.

Bankruptcy Filed

BUFFALO, N. Y., Dec. 11.—Saber Motion Picture Production Inc., which last year filmed a feature motion picture based partly on operations of the Buffalo Police Department, has filed a petition for bankruptcy in Federal Court here. The petition was filed for the company by president, Robert R. Kleinknecht, who also is known as Robert R. Barron. The bankruptcy petition lists debts of $65,411, including wages earned last year by several employes. Other debts include rental of equipment used in filming the company's pictures.

Five U.A. Films Cited At Acapulco Festival

Special to THE DAILY

ACAPULCO, Dec. 11. — The fi films entered by United Artists the third World Film Festival R view here were all cited for award at the banquet which closed the a fair late last week.

"Inherit the Wind" was cited f its "notable use of actors and fil techniques to produce a controve sial theme"; "The Apartment" f "the excellence of its human valu and its excellent direction"; "Th Fugitive Kind" for "the intense dr matic atmosphere achieved"; "Tun of Glory" for its "precise interpr tation of British Army atmosphere and "Never on Sunday" for "fres ness and gaiety in affirming the vit values of the Mediterranean world.

NT&T Ruling

(*Continued from page* 1)

tre has had three lessees since 195 all of whom failed to effect succes ful operation.

Decision Reserved

Judge Palmieri reserved decisio on N.T.&T.'s petition for permissio to erect a drive-in theatre near Pho nix, Ariz. Bert Pirosh, an independe exhibitor in the area, appeared on b half of himself and other theatre op erators as *amicus curiae* to oppose th N.T.&T. petition. He contended cor struction of the theatre by the pet tioner would unduly restrain theatr competition in the area.

The Justice Department did not op pose the petition.

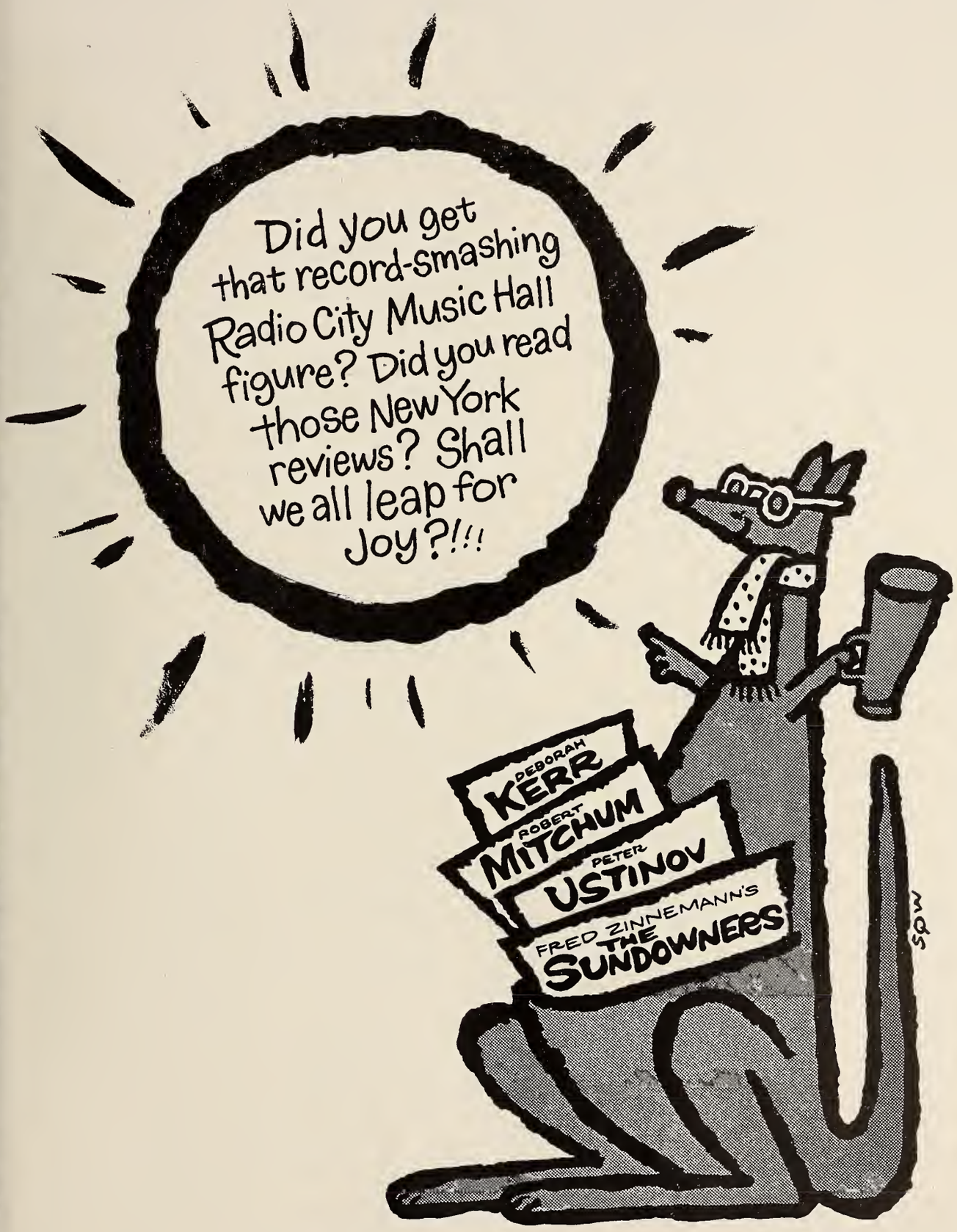
'Next Time' for Hunter

HOLLYWOOD, Dec. 11. — "Nex Time We Love" will be brought t screen as a Ross Hunter productio for Universal - International, one o the company's top pictures for 1961 it was announced today by Edward Muhl, Universal vice-president i charge of production. Eleanore Grif fin has been signed by Hunter t develop a modern screenplay for th story, which was filmed originall in 1934 with Margaret Sullavan an James Stewart in the top roles.

Royal Gets 'North'

NEW ORLEANS, Dec. 11.—A. L Royal, head of Royal Distributing Corp., Meridan, Miss., has acquire the distribution rights to a 71 min ute feature entitled "The Livin North." Royal is presently engaged in negotiations with sub-distributors and thus far has consummated deals with Masterpiece Pictures for New Orleans territory distribution; Dal Art Film Exchange, Dallas; and Wheeler Films, Washington.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Cbief and Publisher; Sberwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Wasbington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each publisbed 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.



TECHNICOLOR® from WARNER BROS.

co-starring GLYNIS JOHNS • DINA MERRILL • Screenplay by ISOBEL LENNART • Music Composed and Conducted by DIMITRI TIOMKIN • Directed by FRED ZINNEMANN

TENT TALK

Variety Club News

DALLAS – Gordon McLendon has been elected chief barker of the Dallas Variety Club, succeeding Phil Isley. Other officers are: John Q. Adams and James Pritchard, assistant chief barkers; Meyer Rachofsky, dough guy, and W. L. Marshall, property master. Members of the crew are Dowlen Russell, Alfred Sack, Raymond Willie, Sol M. Sachs, William B. Williams and Earl Podolnick.

Loew's Production

(*Continued from page* 1)

additional reason for thorough consideration of the proposal, it was stated, and in consequence Loew's Theatres officials took the further step of discussing the possibility with the Department of Justice in Washington, whose approval would have to be obtained before the theatre operating company could hope to enter film production.

Barred by Consent Decree

Loews Theatres' Federal consent decree prohibits the company from engaging in production, as do the Stanley Warner and National Theatres & Television decrees. The American Broadcasting-Paramount Theatres and RKO Theatres decrees do not contain such a prohibition.

The Loew's Theatres official described the discussions with the Justice Department as "largely informative, to find out what we could do and couldn't do in the event it was decided to proceed."

Introduced at TOA Meet

Loew's Theatres' interest in production was announced to the trade by Maurice Silverman, an Assistant to the Attorney General in the Anti-Trust Division, in a talk to the annual convention of Theatre Owners of America in Los Angeles last September. Silverman said that the company's formal application to the U.S. District Court here for authorization to engage in film production was in preparation at the time and might be filed some time during the fall.

The court's approval would be necessary and presumably it was to have been sought after the company had determined that the Justice Department would not oppose it providing certain specific safeguards were agreed to.

Statement Brought Questioning

It was on the basis of Silverman's disclosure that an application for court authorization might be filed by Loew's Theatres this fall that the company was questioned on the status of its production plans at this time.

"With the company's major diversification plans in the hotel operating field now well advanced," a company official said, "I think the film production idea could safely be considered to have been abandoned."

Stanley Warner Sets Refurbishing of Second Theatre in Albany District – Avon, Utica

Special to THE DAILY

ALBANY, Dec. 11.—A second Stanley Warner theatre in the Albany district is to be refurbished. The first-run Avon in Utica will have its front redecorated, a new booth installed and a 70mm screen put in, according to word on Filmrow.

The Kolite Company, of Schenectady, will modernize the front, inserting Vari-colored aluminum strips. The present projection booth, will be taken down and a new one will be re-positioned—for the wide screen. The brick structure will be closed while the booth work is under way—probably after the first of the year.

Meanwhile in Albany, wreckers are engaged in the demolition of a former store building, located adjacent to the Strand Theatre and on a corner. This will be the site of a new lobby, illuminated by a two-directional marquee. The present lobby will be closed off, and offered for rental as a store.

U.S., Rumania

(*Continued from page* 1)

American film companies approved by the State Department and Rumanian companies "for the purchase and sale through theatrical channels of mutally acceptable artistic, cultural, and other entertainment films."

(2) Each nation will undertake to arrange a premiere of a representative film of the other's—to be held in Washington and Bucharest at approximately the same time—and the invitation of several personalities from the film industry of the other to attend.

Reciprocal Visits Set

(3) Each country will arrange for "reciprocal visits of delegations of specialists in the field of cinematography to become acquainted with the production of films in the other country."

(4) The governments will assist, as appropriate, in widening the distribution of approved documentary films through regular distribution channels, "it being envisioned that special emphasis can be given during the first year to the distribution in each country of from eight to 10 documentary films from the other country."

To Dub or Sub-Title Films

(5) The films exchanged, purchased and sold under this agreement will be released in dubbed or sub-titled versions. "The contents of the films will be preserved and any changes must be agreed to by the supplying party. Prior to its distribution, the release version of each film must be agreed to by a representative designated by the supplying party."

Each of the countries has expressed its desire to "facilitate showings of films from the country of the other" by such means as invitational film showings. Each will support its desire according to the practice and regulations of the country of showing. Further discussions concerning this will be held on a diplomatic level.

The cultural exchange agreement also provides for visits by U.S. and Rumanian performers.

Col. Stockholders

(*Continued from page* 1)

television distribution of feature motion pictures and shorts originally produced for theatrical release and, through the Elliot, Unger and Elliot division, in the production of commercials for television.

Will Finance TV Programs

The net proceeds from the stock sale will be utilized principally for the financing of television film programs produced by the company or by independent producers for distribution by the company and, to the extent required, for making the payments to Columbia which may be called for by the operating agreement between the company and Columbia on account of contracts for television distribution of Columbia's motion pictures.

The company has outstanding 2,250,000 shares of common stock, all owned by Columbia.

Landau Named

(*Continued from page* 1)

1936, when he joined the RKO studios in New York. Prior to that, he represented the Leo Spitz law office in New York where he was introduced to the motion picture businesses.

Resumed Private Practice

In 1946, he became assistant general counsel for United World Pictures, Inc., and from September, 1946, until 1954, he was assistant general counsel to Charles Prutzman at Universal. He then returned to private practice in New York and, in 1957, opened his Hollywood office.

Beverly to Handle

(*Continued from page* 1)

national distribution of the new package.

Bill will go into saturation release on Jan. 1 in the Charlotte exchange territory, where it is booked by Harry Kerr's Dominant Pictures of the Carolina's, Inc. Fifty prints are available for 300 playdates in North and South Carolina over an approximate six-week period. An additional 50 prints will be made available for West Coast dates during the same period.

'Spartacus' Bow In London, Rom

Gala premieres have been held in Great Britain and Italy for "Spartacus," which bowed at the Metropole, in London, and the Supercinema, in Rome, on December 7 and respectively. Crowds in both c welcomed the Bryna Production, leased by Universal - Internatio and the film is reported to be play to capacity business in each situa since its release.

Kirk Douglas, the star of the f was present at the London premi together with Universal Pict president Milton R. Rackmil, v president and foreign general m ager Americo Aboaf, and "Spa cus" director Stanley Kubrick.

Top Players Attend

At the Rome opening, the colony was equally well represen with such luminaries as Gina Lo brigida and Anna Magnani, as as Peter Ustinov, another of the s of the picture.

$5,250 to Charity

(*Continued from page* 1)

president of Canadian Famous P ers and representing Variety In national, were: Robert K. Shap first assistant; Irving Dollinger, s ond assistant; Jack H. Levin, prope master; Jack H. Hoffberg, dough g and canvassmen, Bud Edele, W Framer, Morris Sanders, Cha Smakwitz and George Waldman. C vassman Joseph E. Levine, recover from an operation in Boston, was present.

Brandt, introduced by toastmas Jack Levin, received a standing o tion from the more than 500 asse bled members and guests. In his marks, Brandt said, "Charity is name for Variety and Variety is name for show business," and stat that he was proud of the success the charitable work Tent No. 35 h undertaken.

He then presented a check on l half of the tent to Dr. Emanuel vici, head of its Cancer Control search Foundation, for $2,500, bri ing the amount donated by the org ization to that charity to $15,57 and a second check for $2,750 to D Daniels, president of the Tent's B Corum Fund, representing the Fun initial donation.

Father William Shelley of Malachy's Actor's Chapel gave the i vocation, and comedian Joey Ada was guest speaker for the affair.

De Luxe Extension

(*Continued from page* 1)

"The Greatest Story Ever Told," a other innovations.

In addition, Freedman said th new hue-check devices are being tes ed to maintain a constant vigil color printing, assuring absolu fidelity in reproduction of Todd-A colors as photographed.

ne Kelly to Narrate llywood Documentary

From THE DAILY Bureau

OLLYWOOD, Dec. 11. — Gene y has been signed by David L. per to host and narrate "Holly- d And The Movies," a two-hour umentary tv special covering the ear history of the motion picture ustry. Wolper is producing and ecting the Wolper-Sterling pro- tion in two one-hour parts, the dealing with the silent era. art 2 will show Hollywood from early days of talkies through the sent. Kelly will conduct filmed rviews with great movie names yesteryear and act as narrator to great film classics, most of them screened since 1929. The docu- ntary telefilm will be aired na- ally by a major network in Febru- .

'xtras' Pact

(*Continued from page* 1)

o demonstrate or illustrate prod- s and services and also provides litional payments for re-use. A new ssification of extra player, to be own as "product extra player," is ablished, with a minimum rate of 5 a day retroactive to Nov. 16, 30, and rising to $70.83 a day on y 1, 1962.

Original payment to an extra com- nsates him only for 13 weeks use commercial, unless he is paid an ditional 75 per cent for unlimited e when first employed. Otherwise, use after 13 weeks, the extra will paid an additional 100 per cent of total original compensation.

On and after July 1, 1962, all extra ayers working on television com- ercials will come under the same an of additional percentage pay- ents for re-use after 13 weeks as the oduct extra player. Rates for these her extras will be identical with ose in the contract signed in Hol- wood between SEG, the Association Motion Picture Producers and the liance of Television Film Pro- ucers.

Payments to Pension Fund

The New York extra players con- act calls for a contribution by the ew York producers of an amount qual to five per cent of all extra layers' earnings for pension, health nd welfare plans, beginning Nov. 3, 1960.

The contract runs to June 30, 1964, ith reopening rights on television ommercials in 1963.

The Hollywood contract between ne Screen Extras Guild, AMPP and FTRA provides that terms of the ew York extra players agreement overing rates and conditions for tele- ision commercials shall be automatic- lly incorporated in the Hollywood greement.

SAG represents extra players in the ew York area. SEG represents them lsewhere.

FCC Proposes Change in Rules on Transfers of TV Station Licenses

From THE DAILY Bureau

WASHINGTON, Dec. 11.—The Federal Communications Commission has proposed a change in its rules which would require that a hearing be held on proposed transfers of broadcast licenses unless stations have been operated by the same owners for at least three years. Saying that frequent turnover of a large number of stations "is a matter of concern both to the Commission and Congress," FCC noted that sales after a short holding period "raise questions" as to whether the owners "are engaged in trafficking in broadcast interests and whether the resultant uncertainty on the part of station personnel and disruption in operating continuity causes programming deterioration incompatible with broadcasting in the public interest."

The proposed rulemaking would exempt tv translators and *pro forma* assignments or transfers of control due to inadequacy of operating capital or death or disability of station principals.

Commission records show that for the past three calendar years an average of 555 applications were filed for changes in ownership of well over that number of stations since many applications involved more than one facility. A 1958 study revealed that 83 per cent of such applications were for AM stations, 9 per cent for FM stations, and 8 per cent for tv stations. About 10 per cent covered more than one station.

In 47 per cent of the cases the interest had been held for over three years, in 35 per cent it had been held between one and three years, in 11 per cent for 6 to 12 months, and in 7 per cent for less than six months. Of sellers holding stations less than three years, 53 per cent had acquired them by purchase and 47 per cent by grant of new construction permits.

Commencement of the three-year period would be determined, according to circumstances, by date of construction permit, or assignment or transfer of control, or date of issuance of operating authority, or date applicable to authorization of last-acquired station in the case of transfer of control of a corporate licensee holding multiple facilities. The statutory maximum license period for broadcast stations is three years.

Comments are invited by FCC by Jan. 16, 1961. In reaching its decision, the Commission will not be limited to consideration of the comments of record but will take into account all relevant information obtained in any manner from informed sources.

FCC Invites Views on New Outlet-Owner Rule

From THE DAILY Bureau

WASHINGTON, Dec. 11. — The Federal Communications Commission requests comments by Jan. 31, 1961, concerning a proposed change in its rules governing multiple ownership of AM, FM, and Television stations. The rule would exempt from FCC restrictions on multiple ownership certain holders of small amounts of stock in corporations which have an "interest" in a number of broadcasting facilities.

FCC would revise its multiple ownership rules (sections 3.35, 3.240, and 3.636) by changing a note to these sections to provide that "a person who is not an officer or director of a corporation shall not be deemed to have an interest in or to be a stock holder of that corporation unless he:

(1) Directly or indirectly owns one per cent or more of the outstanding voting stock thereof if the corporation has more than 50 holders of voting stock; or

(2) Directly or indirectly owns five per cent or more of the outstanding voting stock if the corporation has 50 or fewer holders of voting stock; or

(3) Owns any of the stock of the corporation whatsoever and in fact controls or has a substantial voice in the control or management of the corporation or its affairs."

Spot TV Billings Show Rise of 4%

Spot television gross time billings in the third quarter of 1960 were $125,012,000, the Television Bureau of Advertising has reported. The total represents an increase of four per cent over the like period of 1959 on the basis of similar estimating procedures (Source: TvB-Rorabaugh).

Leading advertiser in the quarter was Procter & Gamble Co. with gross time billings of $14,428,600, followed by Lever Brothers Co. at $3,337,000. Advertisers appearing on the top 100 spot list for the first time were: Aerosol Corp. of America, Ball Brothers Co., Jack LaLanne Co., St. Regis Paper Co., W. A. Sheaffer Pen Co., Simon and Schuster, Inc., Sunkist Growers, Inc., Tetley Tea Co., Inc., and U.S. Time Corp.

Night Billings Out in Front

Prime night time billings accounted for $42,288,000 of the total, daytime $34,689,000, early evening $22,462,000 and late night $25,573,000. Announcement total billings were $91,989,000, programs $18,926,000 and ID's $14,097,000.

Effective with the second quarter of 1960, billings estimates procedures were modified by N. C. Rorabaugh Co. with the general effect to reduce total estimated expenditures.

THE ELEVENTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the Motion Picture Industry in the New York area will be held Sunday, January 22. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in Your Office, or Miss Marguerite Bourdette, Room 1002, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets $4.00 each)

'Blues' Bright $20,000, Cleve.

Palace (Silk & Helpern) (2,799; $1-$1.50)—"GI Blues" (Par). Great $20,000

Det.; 'Blues' Great $20,000,

Palms (UD) (2,961; $1.25-$1.49)—"GI Blues" (Par) and "Under Ten Flags" (Par). Wow $20,000.

'Blues' Boff 24G, D.C.,

Ambassador-Metropolitan (SW) (1,490; 1,000; 90-$1.49)—"GI Blues" (Par). Sock $24,000

'Blues' Big $16,000, Pitt,

Stanley (SW) (3,700; $1-$1.50)—"GI Blues" (Par). Big $16,000.

Buff., 'Blues' Boffo 20G

Paramount (AB-PT) (3,000; 70-$1)—"GI Blues" (Par) "Secret Purple Reef" (Par). Smash $20,000.

Frisco; 'Blues' Mighty $23,000

Paramount (Par) (2,646; $1.25-$1.50) — "GI Blues" (Par) and "Wild Ride" (Par). Mighty $23,000.

'Blues' Whopping 15G, Omaha,

Omaha (Tristates) (2,066; 75-$1) —"GI Blues" (Par). Giant $15,000.

St. Loo; 'Blues' 18G

St. Louis (Arthur) (3,800; 60-90) —"GI Blues" (Par) and "Girl In Lovers' Lane" (Indie). Socko $18 000.

Seattle, 'Blues' 9G, 2d

Coliseum (Fox-Evergreen) (1,870; $1-$1.50)—"GI Blues" (Par). (2d wk). Solid $9,000

'Blues' Rousing $26,500, Hub

Metropolitan (NET) (4,357; 70-$1.10)—"GI Blues" (Par) and "Tarzan, Magnificent" (Par). Drawing lines for big $26,500

L.A. Biz Brighter, 'Blues' Big 27G

Los Angeles, Fox Wilshire with Hillstreet, Iris, Baldwin, "GI Blues" (Par), "Adventures Virgin Island" (Crest), $25,000.

'BLUES' BOFFOLA 24G, DENVER,

Denver (Fox) (2,432; $1-$1.25)—"GI Blues" (Par) and "Jazz Boat" (Col). Boff $24,000.

'BLUES' LOFTY $10,500, PROV.

Strand (National Realty) (2,200; 65-90)—"GI Blues" (Par) and "Tarzan Magnificent" (Par). Hot $10,500.

'Blues' Brilliant 12G, Port.

Paramount (Port-Par) (3,400; $1-$1.50)—"GI Blues" (Par) and "Legion of Doomed" (AA). Smash $12,000.

'Blues' Big 12G 'Lace' 7G

Paramount (UP) (1,900; 75-$1)—"GI Blues" (Par). Socko $12,000; holds.

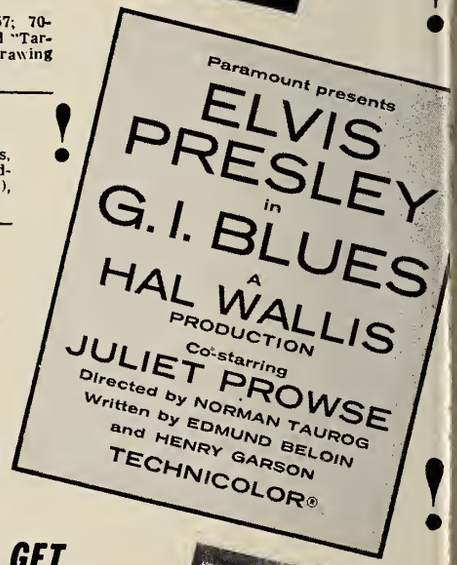
'Blues' Bright 17G Mpls.

Orpheum (Mann) (2,800; $1-$1.25)—"GI Blues" (Par). Looks great $17,000

Balto; 'Blues' Boff 12G

Century (Fruchtman) (3,200; 50-$1.50)—"GI Blues" (Par). Sock $12,000.





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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 112 NEW YORK, U.S.A., TUESDAY, DECEMBER 13, 1960 TEN CENTS

1964 Propose World Film Festival For N.Y. Fair

Tie-In with New Lincoln Arts Center Hoped for

A proposal to hold a World Film Festival in New York in connection with the 1964 World's Fair and with the participation of the U.S. film industry is under consideration by trade and Fair officials.

A current suggestion is that the festival be staged in the new Lincoln Square Arts Center in Manhattan, rather than at the Flushing Meadow Fair site in Queens. Such an arrangement, it is argued, would be more convenient for participants in the film festival, who still would be free to

(*Continued on page* 3)

JATC Plans to Dispose Of Losing Theatres

Special to THE DAILY

BALTIMORE, Dec. 12. — United Artists Theatre Circuit, Inc., plans to sell theatres that drain profits from its money-making houses, it was revealed today at the annual stockholders meeting here by A. E. Bollengier, financial vice-president and treasurer, who presided in place of George P. Skouras, board chairman and president, who was incapacitated.

Bollengier stated a survey is being made to effect rigid economies designed to reflect favorably on the circuit's earnings. For example, in

(*Continued on page* 3)

Hollywood Museum to Net $237,000 Yearly

From THE DAILY Bureau

HOLLYWOOD, Dec. 12. — An economic report on the proposed Hollywood motion picture and television museum to be built on County land, made as a feasibility study by Coverdale and Colpitts, an Eastern firm, predicts the museum will take in $1,516,000 annually from a yearly attendance of 1.3 million, and would show a yearly surplus of $237,000.

Seek to Organize N. Y. WOMPI Group

Efforts are being made to organize a New York City chapter of the Women of the Motion Picture Industry. Following a preliminary meeting last week a new session has been called for Jan. 12 at the Beacon Hotel at 7 P.M.

Women who have been employed in the industry for at least six months are eligible. Those interested should contact Estelle Green at the MGM Exchange or Dorothy Reeves at the U.A. Exchange.

Filmgroup Sets 12 At $6,000,000

From THE DAILY Bureau

HOLLYWOOD, Dec. 12. — Roger Corman, president of the Filmgroup, announced today his company will film 12 features with an overall budget of $6,000,000 allotted to them.

Corman, high on the box office potential of "Atlas," his first million dollar venture which will be released early in the new year, said four of the Filmgroup's 1961 program will be made in the $750,000 to $1,000,000 range. Four others will be in an intermediate category and the third group of four will be low-budgeted.

Crippled Home Offices Close Early

Snow Blitzes Theatres From Va. to Border

Snowbound Millions Kept at Home; Effects May Be Felt Somewhat Today

The first snow of the season in the metropolitan area tied up most forms of public transportation for almost 24 hours and cut down theatre attendance by more than 50 per cent from normal Sunday night and yesterday.

Raging from Virginia into New England, the storm dumped six to 12 inches of snow over the region, affecting the most populous area of the nation, and its heavily concentrated numbers of theatres, by paralyzing traffic and keeping millions at home.

The snow, which began on Sunday, ended in the metropolitan area early Monday afternoon, but continuing cold weather indicated that its effects would be felt to some extent today and possibly later.

Snow-clearing machinery made slow progress against the storm and hence even should thawing set in, traffic conditions are expected to re-

(*Continued on page* 3)

Ross Named to Group Sales for 'Spartacus'

The appointment of Paul B. Ross as National coordinator of group sales for "Spartacus" was announced yesterday by Jeff Livingston, Universal Pictures executive coordinator of sales and advertising who is supervising the promotional activities on the Bryna Production.

Ross has been on special "Spartacus" assignments for Universal for the past five months. He served as national coordinator of publicity and promotion on "Li'l Abner" and "One Eyed Jacks" for Paramount; on "The Horse Soldiers" for United Artists and the reissue of "Henry V" for the Rank Organization.

Famous Players into Diversification; Buy into TV Station & Bowling Alleys

Special to THE DAILY

TORONTO, Dec. 12.—New steps being taken by Famous Players Canadian Corp. in a program of diversification are outlined by J. J. Fitzgibbons, president and managing director, in a letter to stockholders accompanying the financial report for the first nine months of 1960.

Net profit for the period ended Oct. 1, 1960, was $1,429,299 as compared with $1,718,233 for the same period last year.

Fitzgibbons points out operating results are after deducting all costs and expenses incurred in the period in the development of Telemeter and the losses of the subsidiary, General Sound and Theatre Equipment Co., Ltd., which has branched out into various fields of electronic equipment.

Theatre business held up reasonably well during the third quarter although it was not quite equal to results obtained in the same quarter last year, Fitzgibbons said.

Giving details of company expansion, Fitzgibbons said an agreement has been entered into, subject to the approved of the Board of Broadcast Governors, for FPCC to purchase approximately 12½ per cent of the common shares and approximately 25 per cent of the preferred shares of the Vantel Broadcasting Co., Ltd., This company own's Vancouver's new television station CHAN-TV.

Toronto Bowlerama, Ltd., in which Famous Players has a 50 per cent interest, has leased a 32-lane

(*Continued on page* 3)

Set Broad TV, Radio Coverage for 'Exodus'

Broad television and radio coverage will be given the world premiere of Otto Preminger's "Exodus" this Thursday evening at the Stanley Warner Theatre by WNTA-TV and WNTA-Radio.

WNTA-TV (Ch. 13) will telecast a complete report of the special invitational premiere live from the theatre from 7:30 to 8:00 P.M. The

(*Continued on page* 3)

Jersey Allied Beefsteak Dinner Is Postponed

The annual beefsteak dinner of Allied Theatre Owners of New Jersey which had been scheduled for tonight at the Alpine in Maplewood, N. J., has been cancelled because of disrupted traffic conditions resulting from yesterday's storm, Wilbur Snaper of N. J. Allied announced.

Snaper said a new date for the annual get-together and dinner will be set later.

PERSONAL MENTION

IRVING H. LUDWIG, president of Buena Vista Distribution Co., has returned here from Hollywood.

•

JACQUES GELMAN, associate producer of "Pepe," a Columbia release, has arrived here from Mexico for the world premiere of the film at the Criterion Theatre Dec. 20.

•

FREDERICK BRISSON, who will produce "Five Finger Exercise" for Columbia, has arrived in Hollywood from New York for conferences on the picture.

•

BEN CAPLON, branch manager for Columbia Pictures in Washington, D. C., is a patient at Sinai Hospital in Baltimore.

JDA Sherman Dinner Postponed to Sunday

The dinner to honor Benjamin Sherman, Chairman of the Board of ABC Vending Corp., on behalf of Joint Defense Appeal was called off last Sunday night because of the snow storm. It has been rescheduled for next Sunday night, Dec. 18. It will take place at the Waldorf-Astoria Hotel.

Sherman is to receive the industry's JDA Human Relations Award.

Joseph Nolan

HOLLYWOOD, Dec. 12. — Joseph Nolan, 62, vice-president and general manager of William Goetz Productions, died today at Cottage Hospital in Santa Barbara, following a five-day illness resulting from a heart attack. He is survived by his widow, Theresa. Funeral arrangements have not been completed.

Edward Butcher, 68

HOLLYWOOD, Dec. 12.—A requiem mass will be held tomorrow morning in the Immaculate Heart of Mary Church for Edward Butcher, 68, retired production manager of MGM studios who died Sunday after a lengthy illness. Interment will be at Holy Cross Cemetery.

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Negroes Turned Away At Four Miami Theatres

Special to THE DAILY

MIAMI, Dec. 12—A small group of Negroes, representing the Miami Chapter of the Congress of Racial Equality, tried unsuccessfully to gain admission to four Miami theatres—the Mayfair, Olympia, Florida and Miami—last week. They were told there were "no facilities" available for them.

Dr. John O. Brown, chief of the Miami CORE chapter, said his group's next move will be to try negotiations with the theatre managers. "This was the first time efforts have been made to integrate local theatres," Brown pointed out. "The organization previously won integration concessions at several variety store lunch counters."

Managers of the Olympia and Miami Theatres said the CORE members were denied admittance because of "lack of proper facilities."

See Further Delay In Embassy Trial

SAN FRANCISCO, Dec. 12. — All hopes of a decision in the Embassy Theatre 8 million dollar anti-trust suit before the year is out evaporated today as United States Judge Lloyd Burke granted a delay until January 3 to the plaintiffs to present rebuttal arguments. Previously it had been expected all arguments would have been completed this week and Judge Burke had indicated he would be ready shortly thereafter to announce a verdict in the more than a decade-long litigation. Embassy attorney Robert Draven told Judge Burke the 19 days used by the defense for the closing arguments as against the 6 days employed by the plaintiffs made it "physically impossible" to prepare adequate rebuttal arguments in time.

"We want to take longer to prepare in order to make it shorter on the court's time." Raven explained. In granting the continuance over the opposition of the defense, Judge Burke reminded Raven it is mandatory the rebuttal takes no longer than 9 days. Raven replied he hopes to do it in 5.

Paramount and 7 other national distributors are defendants in the case originally filed by Leland Dibble and Daniel McLean, Embassy operators, in 1950.

Theatre Demolished

HARTFORD, Dec. 12.—The 1,200-seat Parsons Theatre, owned by Maurice J. Greenberg, is being demolished to make way for a multi-million dollar east-west highway, extending from East Hartford, across the Connecticut River, to West Hartford.

Military Schools Protest 'Derogatory' Films, TV

Concern over "derogatory references" to military schools in motion picture and television productions has been expressed by the Association of Military Colleges and Schools of the U.S. to industry executives.

In a letter to the Motion Picture Association, Production Code Administration, Writers Guild of America, East, and Writers Guild, West, the industry is asked to "urge writers and producers to scrutinize their scripts with an eye to omitting deprecating mention of military schools." The letter is signed by Addison B. Craig, Association president, who says his members want "fair play."

N. Y. Film Critics Vote 'Bests' of '60 Dec. 29

The New York Film Critics will meet Dec. 29 at the New York Newspaper Guild Clubhouse here to vote on their annual film "bests." The group ballots on the year's best picture, foreign language feature, director, actor, actress and screen writing.

At the Critics' meeting last week, Paul V. Beckley of the N. Y. *Herald-Tribune* was elected chairman, succeeding Howard Thompson of the N. Y. *Times;* Wanda Hale of the *Daily News* became vice chairman, succeeding Beckley, and Archer Winsten of *The Post* was elected secretary-treasurer.

Eugene Archer of the *Times* and Joseph Morgenstern of the *Herald-Tribune* were admitted to the group as new members.

Consolidated Plans New Honolulu Drive-In

Special to THE DAILY

HONOLULU, Dec. 12.—Consolidated Amusement Co. has asked the City Council to approve construction of a $300,000 drive-in theatre in an area slated for residential development. A zoning change is necessary before construction can begin.

Fred Williams, Consolidated president, said his company has taken a 55-year lease on the site and plans a 730-car theatre with space to "stack" an additional 600 waiting cars. He said it would take at least three months to build the new theatre which he indicated would replace Consolidated's Kapiolani Drive-In, the lease on which expires next March.

'Sundowners' to Open

Following its world premiere at Radio City Music Hall "The Sundowners," Warner Bros. release will open in key cities throughout the country for the Christmas and New Year's holidays.

'Hand in Hand' Set For School Premiere

From THE DAILY Bureau

HOLLYWOOD, Dec. 12.—A que motion picture premiere wil held Friday, December 16, at Screen Directors' Guild, when Oakwood School sponsors a show of producer Helen Winston's Col bia Pictures release, "Hand in Ha The school's officials and a num of parents of children who attend North Hollywood private school the subject matter of the film to so important that both the pu and their parents should have an portunity to view the picture.

"Hand in Hand" tells the story two youngsters, one a Catholic the other of the Jewish faith, through their childhood friendsh learn about each other's faith.

Samuel J. Briskin, vice-presid in charge of West Coast activities Columbia Pictures, Mrs. Joan Co Mrs. Warren Cowan (Barbara Ru Mrs. Daniel Arnstein and Mrs. Sid Kuller are members of the commit making the arrangements for film's premiere. Notables attend with their children will be Di Shore, Steve Allen, Barbara R Danny Thomas, Rod Serling Robert Ryan.

TENT TALK

Variety Club News

BALTIMORE — Variety Cl Tent 19, will sponsor the Baltim premiere of "Spartacus" at the To Theatre, Thursday. It will be the B timore club's first movie premiere many years. Tickets already ha gone on sale at $5 for orchestra a loge seats and $3.50 for the balco

Ray Thompson is chief barker a Bernard Seaman, chief barker-el takes over at the start of 1961.

△

NEW ORLEANS—The new qu ters of Tent No. 45 will be open officially on Thursday of this we The premises are on the front, riv side section of the floor above t La Louisiane Restaurant, in the Vie Carre area of the city. A Christm Party will be the first big event.

NEW YORK THEATRE

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ON THE GREAT STAGE "TOWN AND COUNTRY"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-310 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

amuels Assistant o Exclusive Head

Leo F. Samuels, former president Buena Vista Film Distributing orp., has been appointed executive assistant to Edward Gray, president of Exclusive International Films, Inc.



Leo Samuels

Gray said that Samuels, who has held high level executive posts in the film industry, would be active with him in the acquisition and istribution of films of the company nd in the development of other inter- sts

A distributor of foreign and spe- ial films, Exclusive International is eginning an expansion program vhich will see, in the next few weeks, he creation of a network, in this ountry, of distributor affiliates in all najor marketing areas.

Since leaving Buena Vista, which ie served for over five years, Samuels vas head of sales for United Motion Picture Organization.

Film Festival

(*Continued from page* 1)

visit the Fair whenever they wished.

However, if that suggestion is to be adopted, much remains to be accomplished. At present, there is no provision for motion picture screening facilities in any of the structures planned for the Arts Center.

Informally, officials connected with the Center have expressed the view that if such facilities are to be provided it is up to the "wealthy" motion picture industry to come up with the required financing. The Center's funds, it was stated, were not available for the purpose.

Private contributions to he Center have been made by some prominent film industry persons, but these were without strings of any kind attached, it is known. Hence, even though the donors might like to see their funds applied to a model motion picture auditorium within the Center, a decision to do so is up to Center officials alone, and thus far they have not seen fit to do so.

In this connection, some industry executives have made representations to Center officials in an effort to win some recognition, and representation, of motion pictures as an art form in a project designed to be the cultural center of the U.S.

All such efforts to date have been without result. Thus, if the Center, planned for completion by the time of the World's Fair, is to be the site of an official world's film festival, action to insure provision of the needed facilities will have to be taken promptly.

Should the world film festival materialize, it would be the first of its kind anywhere in the world, according to current ideas, and would be the first in this country in which the American industry would participate officially and completely.

Snow Blitzes Theatres

(*Continued from page* 1)

main poor for several days, extending the adverse effect on theatre attendance.

Most theatre operators declined to estimate the cost of the storm to them in business, pointing out that this week and next are traditionally poor theatre weeks anyhow, because of the public's preoccupation with Christmas shopping and preparations. However, many noted that the weekend had started out well with excellent attendance Friday night and Saturday.

Sunday business was well below average throughout the storm affected area and yesterday it was almost non-existent in many situations.

In New York, subways and commuter trains kept fairly well to schedules, but the public's problem was in managing to get from their near-snowbound homes to stations. Buses, taxis and private cars were at a standstill in most localities. Many suburban roads and metropolitan side streets were impassable.

For this reason, even neighborhood and suburban theatres failed to benefit from the thousands who were unable to get to their places of employment.

Crippled by hundreds of absentees, home offices of all major production-distribution companies closed down in the early afternoon yesterday.

On Broadway, the hard ticket engagements held up well, probably because patrons with tickets purchased in advance were determined to make use of them.

Radio City Music Hall, with its annual Christmas stage show and "The Sundowners" as the screen attraction, reported a "very big" $113,000 for the four days, Thursday through Sunday, with a tremendous $118,000 likely were it not for the weather.

Most of the Broadway houses reported "fine weekend business" until about 5 P.M. Sunday, when the snowfall was reaching momentous proportions and keeping people indoors. The Capitol, where "Butterfield 8" is in its fourth week, reported a "good" Friday and Saturday, with a slackening off beginning at 5:00 P.M. Sunday, with Monday afternoon "surprisingly good," this attributed to people who managed to get to work but whose offices closed early yesterday afternoon. It was anticipated that some night business might be attracted among those who were stranded in the city for the night.

The Astor, with "Inherit the Wind" and the Victoria, with "G. I. Blues" also reported "good Friday and Saturday returns," with a slump beginning on Sunday and continuing through late Monday.

The Paramount, with "North to Alaska" in its fifth week had a good weekend, until late Sunday afternoon. Yesterday started slowly, but began to pick up late afternoon.

The Palace theatre, with "Esther and the King," had good weekend business until Sunday, which was "very bad," as was yesterday at that house.

The Forum, with "Let No Man Write My Epitaph," had a "good Saturday," with business dropping considerably on Sunday, and only one person in the theatre during the first hour yesterday.

The State Theatre, with "Ben-Hur" as its hard-ticket attraction, reported excellent weekend business, with Sunday "better than expected" despite the snowfall. The matinee that day was all sold out, with only 10 cancellations for the evening performance.

The Rivoli, with "The Alamo" as its roadshow feature, reported a "good" Saturday and Sunday matinee, but a "very bad" Sunday night turnout. Theatre hoped for better business last night from those who might be stuck in town.

At the DeMille "Spartacus" enjoyed a "tremendous" weekend, with the Sunday matinee and evening shows drawing big audiences both times, despite the weather. The theatre, like most others, expected to be "hurt" at last night's performance.

New 'Greener' Tie-Up

Sayre Woods South, a real estate development will feature "The Grass Is Greener" and the stars of the Universal picture in its 1,200 line newspaper ads in the *New York Journal-American* and the *Newark News* on Friday and in the *New York Times*, the *Newark News*, the *Newark Star Ledger* and the *Bergen Evening Record* on Sunday, also announcing a special contest for everybody visiting the Sayre Woods South development.

Diversification

(*Continued from page* 1)

bowling alley located in the Newtonbrook Shopping Plaza in North Toronto which will be in operation about Feb. I, 1961.

In association with Clarence Marshall, FPCC has purchased the Arena property from the city of North Battleford, Sask., and will remodel the property into a 12-lane bowling alley to be in operation by Jan. 1, 1961.

The Pygmy Bowling Alleys in Nanaimo, B.C., with 30 lanes were recently acquired by Famous Players. In Guelph, Ont., Toronto Bowlerama Ltd. has taken a long-term lease on the Sportsman's Bowl, Toronto Bowlerama also operates the Nortown Bowling Lanes in Toronto.

PEOPLE

Martin Dibner, novelist and instructor at the University of California in Los Angeles, has been named West Coast editorial scout for Bantam Books. He will work with **Robert Walter**, Bantam's associate editor, in the acquisition of original manuscripts, particularly from students in various colleges. Walter will divide his time between east and west.

□

William Hewitt who managed the Edgewood Theatre in Baltimore, resigned that post and has taken over the lease to operate the Ellicott Theatre, at Ellicott City, Md.

Coverage for 'Exodus'

(*Continued from page* 1)

telecast will show members of the first night audience arriving at the theatre, and there will also be interviews with the stars and the producer-director of the motion picture. Jinx Falkenburg will act as master of ceremonies.

At 9:00 P.M., WNTA-Radio will broadcast a special one-hour program devoted to "Exodus." The first half-hour will contain highlights of the premiere. The remaining portion of the program will be devoted to interviews of the cast and film-makers of "Exodus" made by Mike Wallace during filming in Israel.

Completing the coverage of the "Exodus" premiere, at 12:30 to 1:00 A.M., WNTA-TV will re-run the tape of the 7:30 to 8:00 P.M. live telecast of the premiere, reaching a second and completely new audience.

L&G Gets Management Of Three Theatres

Special to THE DAILY

HARTFORD, Dec. 12. — Arthur H. Lockwood, president of Lockwood & Gordon Theatres Circuit, has completed negotiations with the Park St. Investment Company and Community Theatres, Inc. of Hartford, whereby L&G assumes exclusive supervision, management and film booking for the Central, West Hartford; Colonial, Lenox and Lyric, Hartford.

UATC Plans

(*Continued from page* 1)

smaller towns where theatre business is unprofitable, plans are to convert properties into bowling alleys, and an unidentified concern is ready to consolidate with the theatre owners for that purpose, he said.

Bollengier holds an optimistic outlook for the coming year based on what he refers to as "improvement in product."

One change was effected in the board. John H. Rowley of Rowley United Theatres, Dallas, Texas, was named a director filling the vacancy left when his father, Edward H. Rowley, resigned last August.


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HARRY WEINER	Philadelphia
L. E. TILLMAN	San Francisco
SAM GALANTY	Washington, D. C.

In CANADA

HARVEY HARNICK, Affiliated Pictures Corp. ..Toronto

Avoid 'B' and 'C' Films, Bishop Urges

Special to THE DAILY

ALBANY, N. Y., Dec. 12.—All Roman Catholics, "young and old," should avoid motion pictures rated by the Legion of Decency as "B," "C," or those placed in a special category. The Most Rev. William A. Scully, bishop of the Albany diocese, underlined this in a pastoral letter read at Masses Sunday, when the L.D. pledge was again recited.

Members of 220 parishes took the "old" Legion of Decency pledge to "condemn indecent and immoral motion pictures and those which glorify crime or criminals, and to remain away altogether from places of amusement which show them as a matter of policy."

"Dirty Deluge"

Bishop Scully served for three years as chairman of the Catholic Bishops Committee for Motion Pictures, Radio and Television.

The Evangelist, diocesan weekly (whose publishing company Bishop Scully heads), in a weekend editorial captioned "Stop the 'Dirty Deluge,'" commented: "Stressing the danger of compromising moral standards, the Bishop rightly insists that all pictures rated 'B' or 'C,' or those placed in a special category should be avoided by all—young and old. You can't play with pitch and not be dirtied."

"Immorality Glorified"

The Bishop's pastoral letter declared: "Subjects have been chosen for production that should never be displayed on the screen. Immorality has been glorified; sex glamorized, brutality and crime made commonplace. The Motion Picture Production Code, set up by the industry as a protective measure has failed in its primary purpose and is hardly more than a name. The seal of approval has been given to pictures which are not fit to be shown in any neighborhood motion picture theatre. Parents should be constantly alert to the moral danger confronting their children, especially adolescents, through the exhibition of these offending pictures."

Production Activity Swings into High Gear; Seven Films Started for a New Total of 39

From THE DAILY Bureau

HOLLYWOOD, Dec. 12.—With seven new pictures started this week, production activity swing into high gear, with 39 currently before the cameras. Three were completed.

Started were: "Summer and Smoke" a Hal Wallis Production for Paramount, costarring Laurence Harvey and Geraldine Page. "Snow White and the Three Stooges" got underway at 20th Century-Fox, with Walter Lang directing for producer Charles Wick. Picture stars Carol Heiss, The Three Stooges and Patricia Medina.

Three started at Warner Bros., "The Roman Spring of Mrs. Stone," an A.A. Production shooting in England. Louis de Rochemont is producing and Jose Quintero directing a cast toplined by Vivien Leigh and Warren Beatty; "Portrait of a Mobster," with Joseph Pevney directing, has Vic Morrow, Leslie Parrish and Peter Breck in the leading roles; and "Claudelle Inglish" with Gordon, Douglas directing and Leonard Freeman producing, stars Diane McBain, Arthur Kennedy and Constance Ford.

"You Can't Run Far," Harvard Film production for United Artists release, is being produced by Robert E. Kent and directed by Edward Cahn. "Lolita" is shooting at Elstree Studios, London. The controversial story is being produced by James B. Harris and Stanley Kubrick, with Sue Lyon in the title role, James Mason, Shelley Winters and Peter Sellers in supporting roles.

Completed were: Two at Universal-International, "Come September" and "Back Street," and "Caribe" an independent production.

REVIEW:

Goliath and the Dragon

American-International

HARTFORD, Dec. 12

This James H. Nicholson-Samuel Z. Arkoff presentation of a newly filmed-in-Italy, dubbed-for-America spectacle might well get by on its very novelty. The idea of fiery dragons, snake-pits and other fearsome lures of death, coupled with casting of Mark Forest as the robust, redoubtable Goliath, and Broderick Crawford as the evil-minded-King, should prove strong merchandising points.

And while the human factors are capable enough, a long, appreciative bow should be registered for the special effects themselves, perhaps as imposing a conglomeration as has come down the pike since the dreaded "King Kong" himself reared back his ugly head from atop New York's

Forest is the legendary Goliath, who finds his hope of living peacefully in an idyllic kingdom abruptly drawn up short by King Eurystheus, a scheming villain as dark-minded as predecessors or successors in recorded annals. To save said kingdom, Goliath finds it necessary to face such worldly beasts as a killer elephant, a giant bear, and then horrors from another word—a three-headed dragon dog, a giant bat and a fire-breathing, flesh-eating dragon.

The king is eventually dispatched to a spectacular death, and Goliath happily gathers up his clan—clinging wife, Eleonora Ruffo; brother, Illus, Philippe Hersent; and latter's girl friend, Thea, Federica Ranchi—and moves hopefully to quieter surroundings.

The ancient land of Thebes in Greece has provided the world with many legendary heroes—Hercules, Jason (who found the Golden Fleece); Theseus (who slew the Minotau); as well as Goliath.

Achille Piazzi and Gianni Fuchs produced, and Vittorio Cottafavi directed, from a story credited to Marco Piccolo and Archibald Zounds, Jr. The music is by Les Baxter.

Colorscope adds immeasurably to the spectacle of moving mass adventure.

Running time, 90 minutes. Release, in December.

A. M. W.

Consolidated Fil Sets Remodelin

Consolidated Film Industries, wh undertook a $150,000 moderniza program a year ago, will continue improve its facilities in 1961, Vi Carter, board chairman of Repu Corp., announced here yester Consolidated, a Republic division, headquarters in Manhattan and plant in Fort Lee, N. J.

The modernization program cludes the installation of two specia designed machines in the Fort laboratory. Many months in desi and built at Republic's West C laboratories, the new machines increase Consolidated's capacity processing color film and televis film commercials, Carter said. machines will be operative in Janu

MPPC Pledges $670,0 To L.A. Community Fu

From THE DAILY Bureau

HOLLYWOOD, Dec. 12—Mot Picture Permanent Charities, hono for its fund-raising achievements the Los Angeles Community Ch presented the host Red Feather ganization with a pledge of $670,(to help the Chest finance its 1 agencies.

Announcement of the allocation the Chest group was made by MP campaign chairman Sidney P. Sol who told a gathering of over 5 Community Chest volunteers t Permanent Charities was particula proud to present the Chest with su a substantial allocation in a ye when the community's charity nee are larger than ever.

In a special presentation, Solo awarded the MPPC's first annual Li Member's Perpetual Trophies, co tributed by Samuel Goldwyn and Frank Freeman, to Eugene Arnstei representing Allied Artists whi achieved 100 per cent of quota to wi the studio competition, and to Walt Mirisch, representing the Screen Pr ducers Guild, which had a recor of 77 per cent of quota to lead in th industry group category.

seventeen's PICTURE OF THE MONTH

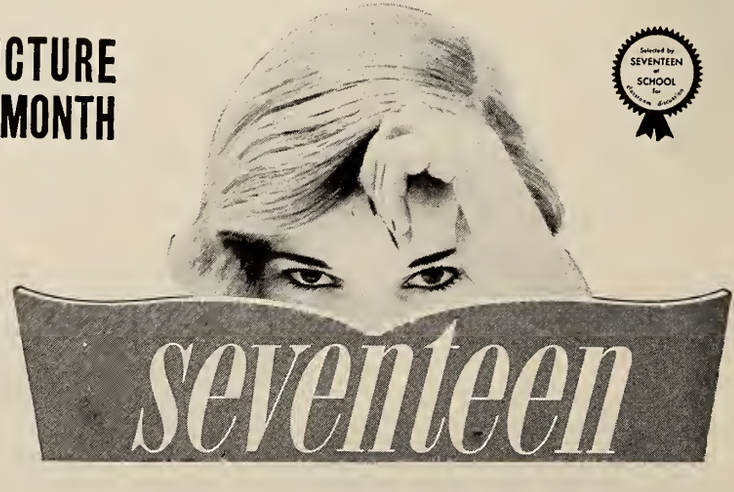
FOR JANUARY

Fred Zinnemann's Production of

"THE SUNDOWNERS"

Released by Warner Bros.

Selected by SEVENTEEN *... entertainment guide for America's top movie goers ... 4,800,000 young women under 20!*



All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

88, NO. 113 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 14, 1960 TEN CENTS

covery Slow

Y. Theatres till Hit by ad Weather

adshow Engagements ected Less Seriously

By SIDNEY RECHETNIK

ith extreme low temperatures wing on the heels of the Sunday Monday afternoon snowstorm, mo- picture theatre attendance on dway continued to be adversely ted Monday night and through a afternoon check yesterday. While e of the poor attendance was ned on the weather and crippled sportation, part of it was coupled he traditional attendance letdown mpanying the pre-Christmas sea-

lore people showed up at their es in the metropolitan area yes- lay than on Monday, some of them ng as much as from two to four rs to arrive from suburban Long nd and Westchester, and from rby Connecticut and New Jersey. th traveling still an arduous, if not ardous, problem, only those who

(*Continued on page* 6)

ox Invites Exhibitor leas on Merchandising

Twentieth Century-Fox will enlist d welcome the aid of the nation's hibitors in the merchandising plans its product before the pictures gin production, during filming, roughout the promotional campaign d right up to each exhibitor's play- ite.

Addressing the industry in an ar-

(*Continued on page* 5)

Rogers Sets 6-Week Tour On Pathe-America Plans

Budd Rogers, president of Pathe- merica Distributing Co., is setting p a six-week tour of the U. S. to eet with exhibitors and explain the athe-America product program ori- inally outlined at the Theatre Own- rs of America convention in Los An-

(*Continued on page* 6)

Expect House Minimum Wage Bill To Be Filed Early in New Session

By E. H. KAHN

WASHINGTON, Dec. 13.—New House Labor Committee Chairman Adam Clayton Powell (D., N.Y.) strongly indicated today that a new minimum wage bill would be the first 1961 piece of legislation to be sent to the floor by the group. He cited a letter to him from Speaker Sam Rayburn (D., Tex.) in which Rayburn stated that he hopes "you can fix your lines so that you will be ready to go as soon after the third as possible." Congress meets on Jan. 3, 1961.

Rayburn also said "I will do my best to make it so your committee can work efficiently."

Powell noted that Rayburn had pushed for the Roosevelt (D., Calif.) wage bill in the last session. This measure exempted film theatres, as did the comparable bill sponsored in the Senate by President-elect John Kennedy.

Powell's immediate program calls

(*Continued on page* 5)

Theatre Reprieved; To Stay 15 Months

Special to THE DAILY

RALEIGH, N. C., Dec. 13. — Announcement has just been made that the Wake Theatre in downtown Raleigh has obtained a temporary lease on life. Because the adjoining Raleigh Savings & Loan Association has not yet activated its plans for expanding in the theatre building, the Wake will continue in operation for 15 to 18 months.

Under the original plan, it was pointed out, the Wake was supposed to close out its operations at the end of this month.

The 25-year-old Wake Theatre

(*Continued on page* 5)

L. A. Dispute Threatens Motion Picture Museum

From THE DAILY Bureau

HOLLYWOOD, Dec. 13. — Realization of the proposed $4,000,000 Hollywood Motion Picture and Television Museum was threatened today when three of the five county supervisers voted for a two-week delay on approving tentative plans and the

(*Continued on page* 2)

Asthma Institute Fete Honors Nizer Tonight

The 1960 "Health for Peace" dinner, being held on behalf of the Children's Asthma Institute for Research and to honor Louis Nizer, industry attorney, will take place at the Waldorf-Astoria tonight. Quentin Reynolds, author and news commentator, has organized a special program for the affair.

Max E. Youngstein, United Artists vice-president, is honorary chairman of the dinner. Youngstein has been

(*Continued on page* 2)

Theatre Attendance Rises Second Month in Row; Was Up 6.7 Per Cent in November Over 1959

In November, for the second month in succession, more people went to the movies than during the same month last year, according to Sindlinger & Co., market analysts.

The Sindlinger "Motion Picture Activity" report for November 26, shows that attendance for that month was up to 6.7 per cent over November 1959, continuing the uptrend which started in October (up 3 per cent).

In commenting on the increasing number of patrons at the nation's motion picture theatres, Albert E. Sindlinger, president of Sindlinger & Co., said. "If the climb continues, and barring bad weather, it looks like it will, for last week's attendance (Dec. 3) was up a whopping 39 per cent over last year, national theater gross may indeed reach the all time high of $1,500,000,000 that we forecast in August. It is quite possible that this high figure may be exceeded, in view of the strong pictures playing first runs during the holidays, and such outstanding reserved seat attractions as 'Ben Hur', 'Spartacus', 'Cimarron', 'Pepe' and 'Exodus'."

Hyman Report

Aims Drive to Overcome Last Orphan Period

Says Quality Releases Up For 1st Half of 1961

The so-called "orphan" periods of the film release year in which quality pictures were in drastically short supply have now been reduced to the April-May-June period, Edward L. Hyman, vice-president of American Broadcasting - Paramount Theatres, told a trade press luncheon conference at the AB-PT home office yesterday.



Edward L. Hyman

In consequence, Hyman said, AB-PT theatres and others cooperating with his five-year old campaign to

(*Continued on page* 4)

Profit-Making Ideas Compiled By AB-PT

A collection of what American Broadcasting - Paramount Theatres' vice-president Edward L. Hyman has adjudged to be the best theatre business-building ideas employed in the past five years of the compaign for orderly distribution of quality product has been compiled in a booklet for distribution to exhibitors.

AB-PT theatres and numerous oth-

(*Continued on page* 4)

Michigan Allied Lauds Para. Theatres' Hyman

Allied Theatres of Michigan has commended Edward L. Hyman, American Broadcasting - Paramount Theatres vice-president, by resolution for his efforts to increase "communication, coordination and cooperation within the industry."

The resolution, unique for an Al-

(*Continued on page* 4)

PERSONAL MENTION

PRESTON R. TISCH and CHARLES KURTZMAN, Loew's Theatres officials, and JAMES SHANAHAN, of Loew's Hotels, have returned to New York from Boston.

•

MAX FINE, Broadway signmaker, has become a grandfather for the fourth time with the birth of a son, STEVEN NEIL, to his daughter-in-law, MRS. ELLIOT FINE.

•

PAT NOTARO, Stanley Warner West Coast zone manager, has arrived in New York from the Coast.

•

IRA D. BECK, Latin America television supervisor for United Artists Associated, has arrived in New York from Mexico City.

•

LAWRENCE WOOLNER, Southern sales manager for Film Group, New Orleans, has returned there with MRS. WOOLNER from Miami.

Coast Museum

(*Continued from page* 1)

allocating of architects fees amounting to $162,000. The surprise three-to-two split came after a favorable feasibility study report had been made by Ernest Debs, chairman of the County Commission, at a meeting attended by a score of Hollywood notables who sought acceptance of the plan.

The final decision, which was tabled until Dec. 27 for further exploration, would also involve an additional investment of $300,000 for property on which the building would be constructed.

Indications were strong that the three dissenting supervisors might insist on cooperative monetary support from both motion picture and television interests.



South Georgia Methodist Conference Board Scores Hollywood 'Adult' Films in Resolution

Special to THE DAILY

ST. SIMONS ISLAND, Ga.—In a resolution adopted here the 25-member board of education of the South Georgia Methodist Conference, representing 150,000 Methodist church schools, criticized "recent Hollywood trends to glamorize the bizarre, the profane and aberration of sex in so-called 'adult' movies."

The resolution also declared: "We are alarmed at the fact that many parents, without wise discipline, allow their children to view such movies, and that many movie houses, when showing such films, allow children to attend."

The board emphasized it was not condemning the motion picture industry in toto, and said it wishes to support movies that are "wholesome, entertaining, instructive and of inspiration, and we commend those who continue to produce and exhibit them." "But," the board added, "we fear that 'adult movies' emphasizing the thing the board objects to will deteriorate the morals of our people."

The board urged the film industry to "put the security of our land above cash returns." Copies of the resolution are being sent to Georgia and Hollywood distributors and officials, it was stated.

Honor Nizer

(*Continued from page* 1)

a leader and founder of the Institute and is a member of the National Board of Trustees.

Nizer is being cited both for his pioneer scientific endeavors on behalf of the Institute and his devoted work in support of the health for peace ideal.

Nizer Statement Used

The theme of the dinner has been taken from a statement by Nizer, "If only the peoples of the world will work together for health — they will live together in peace."

Group of Indian Films On One Program in S.F.

Special to THE DAILY

SAN FRANCISCO, Dec. 13.—What distributor Edward Harrison could not do in New York will be attempted here for a three-week engagement, starting Thursday, at the Movie with a straight unreserved admission of $2. Exhibitor Gil Taylor will offer the entire APU group of Satyajit Ray: "Pather Panchali," "Aparajito" and "The World of Apu." The five-hours-and-21-minute program will play nightly and with a matinee on Sunday.

Won Festival Awards

At the International Film Festival here in 1957 "Pather" won top awards for best film and best director. In 1958 "Aparajito" again scored for best direction. Last year "World" was barely nosed out for top laurels by Roberto Rossilini's "Il General Del Rovere."

Harrison attempted to arrange such a showing of the Indian epic in New York but was unable, he says, to find a theatre for the purpose.

IRS Prepares Form 959 For Foreign Firm Data

From THE DAILY Bureau

WASHINGTON, Dec. 13. — Although Dec. 14 is the legal deadline for U.S. taxpayers to file certain information concerning the creation, organization, or reorganization of a foreign corporation after Sept. 15, 1960, the revised Internal Revenue Service Form 959 is not yet ready.

IRS says that this information may be filed in writing on the deadline day, but that it must be supplemented by a complete return on revised Form 959 when it becomes available in the near future. The information is required under Public Law 86-780, which changed Section 6046 of the Tax Code.

The information should be sent to the Director of International Operations, IRS, Washington 25, D.C., for attention of 0:10:C.

Data required includes:

(1) Name and address of person furnishing the information and whether he is an officer, director, or shareholder of the foreign firm;

(2) Date of creation of the foreign corporation, its name, address, and the country under whose laws it was formed;

(3) Name and address of the person having custody of the foreign company's records;

(4) Statement that the information is related to section 6046.

B.V. Meet Re-slated

BOSTON, Dec. 13. — Monday's blizzard forced the postponement of Buena Vista's promotional luncheon for New England exhibitors keyed to the February opening of Walt Disney's "101 Dalmatians" throughout the area. The meeting has been rescheduled for Monday, Dec. 19, at the Sheraton Plaza Hotel here.

All 12 'Spartacu Bows 'Big Event

Continuing its policy of mak every roadshow opening of "Spa cus" an important event in each it plays, Universal - International set benefit or V.I.P. invitational mieres for all of the 12 Christ openings of the picture, according Jeff Livingston, Universal's execu coordinator of sales and adverti who supervises the promotional tivities of "Spartacus."

The beneficiaries of the cha premieres among the Christmas op ings of "Spartacus" include Shriners at Loew's Uptown in T onto; the Canadian Cancer Soci at the Aluette in Montreal; Car an Italian charities group at United Artists in San Francis Hadassah at the Nixon in Pittsbur the Boys' Home of St. Louis at Esquire in St. Louis.

Publicity Value Stressesd

The benefit premieres not only p vide revenue for the charitable ganizations but tremendous ne paper coverage for "Spartacus." T V.I.P. invitational premieres, wh not designed to provide revenue charities, are helping to provide same type of extensive newspa coverage of the picture, Livingst pointed out.

A.A. Conference Toda In Chicago for 'Dondi'

From THE DAILY Bureau

HOLLYWOOD, Dec. 13. — T Allied Artists executives will open meeting in Chicago tomorrow to m advertising, exploitation, merchand ing and release plans for the Albe Zugsmith production of "Dond slated as an Easter attraction.

Accompanying president Ste Broidy from Hollywood on the flig to Chicago today were Harold Wirt wein, Western division sales ma ager, and Sanford Abrahams, dir tor of advertising and publicity. N York executives to attend the co ference include Edward Mor Morey Goldstein, and L. E. Gol hammer.

Nolan, Goetz Official Dies; Mass Tomorrow

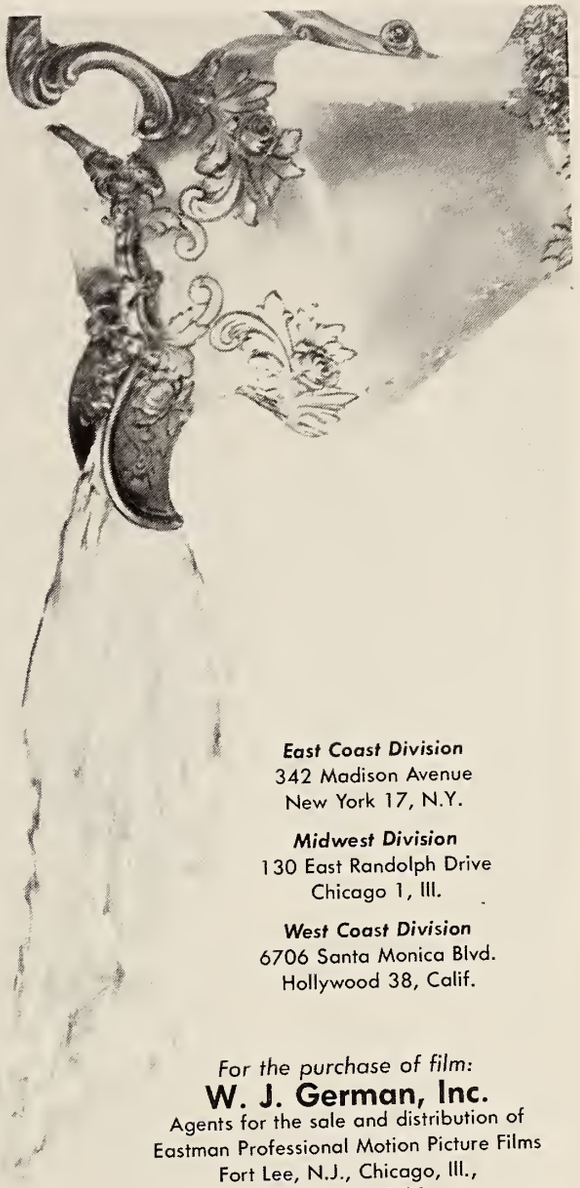
From THE DAILY Bureau

HOLLYWOOD, Dec. 13. — R quiem mass will be held here Thu day morning at the Cathedral Chap for Joseph Nolan, 62, vice-preside and general manager of Willia Goetz Productions, who died yeste day.

Interment will follow in Holy Cro Cemetery.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallaghe Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

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Spectrum of the Sixties



Drive Set to Overcome Last 'Orphan' Period

Hyman Move Draws Praise From Industry

(*Continued from page* 1)

encourage orderly distribution of quality pictures are being urged to join in a business promotion drive during the April-May-June period to reward and encourage those producers-distributors who have scheduled quality product for release during the period.

A description of this product from 10 leading distributors and the promotion plans for it will be a high point of a meeting of the AB-PT theatre affiliates of Hyman's northern states territory at the Astor Hotel here tomorrow and Friday.

Hyman in recent months has consulted sales managers and advertising-publicity directors of the 10 companies on the product and promotion campaigns planned for it which will be available to the exhibitors during what he referred to as "the last of the 'orphan' periods."

Directory Compiled

He has compiled a directory not only of the April-May-June releases but also of those for the first six months of 1961 from the 10 companies, together with descriptive messages on the promotional plans by each company's advertising-publicity director.

Hyman said an analysis of the 1961 release plans shows that there will be 55 releases and two specials, "The Alamo" and "Exodus," exclusive of reissues, available in the first 1961 quarter. This compares with 53 releases in the corresponding 1960 quarter.

In the second 1961 quarter, there will be 67 releases and six specials, compared with 53 releases in the second quarter this year.

For the first half of 1961, therefore, Hyman's schedule shows a total of 122 releases and eight specials, compared with 106 and no specials in the first half of 1960. Reissues are excluded from the count in all instances.

Hyman named the six second quarter "specials" as "Pepe," "The Guns of Navarone," "Cimarron," "The Four Horsemen of the Apocalypse," "One-Eyed Jacks" and "Spartacus."

Ten Companies Included

The companies covered in his release schedule include Allied Artists, American International Pictures, Columbia, Metro-Goldwyn-Mayer, Paramount, 20 Century-Fox, Walt Disney Prods., Warner Bros., United Artists and Universal.

From these companies' releases in the April-May-June drive period, Hyman classifies a total of 29 as of "quality" grade. This, he said, compares with 11 releases of quality grade in the corresponding 1960 period. He made allowances in this comparison, however, for such major non-recurring circumstances this year as the Hollywood strikes of actors and writers, conceding that it was an abnormal period, but one which permitted plenty of room for improvement even after all due allowances for the emergency were made.

Sees 'Compensations'

Hyman also noted that the holding back of quality releases last spring because of the strikes had some compensations in that it provided additional quality releases for the current quarter. As a result, he noted, this quarter is showing solid improvement over the corresponding period last year.

He said the week before Thanksgiving, for example, showed the best business in AB-PT theatres since 1956, and Thanksgiving week was the best since 1954, and may have bettered earlier records than that. However, Hyman explained, AB-PT's current system of record keeping was inaugurated that year, so that earlier comparisons would not be on the same basis.

Exceeded Last Year

Business for the week after Thanksgiving week exceeded that for the comparable period of 1959, he reported.

Hyman attributed the current improvement to the better quality product and better supply of it available, which, he believes, is evidence of progress being made in exhibition's continuing efforts to encourage distribution to adhere to orderly release of quality product.

In explaining his view that the April-May-June period now is the one most in need of attention to orderly release, the AB-PT vice-president pointed out that for long the first and third quarters of the year have been the best for business, with the second and fourth quarters shaping up as "orphan" periods by comparison of their limited number of quality releases with the greater numbers in the first and third quarters.

Fourth Quarter Improving

In recent years, and due in part, at least, to the orderly distribution efforts of exhibitors, Hyman said, the fourth quarter has shown constant improvement, so that at this juncture the April-May-June period stands most in need of improvement.

Increased releases of quality product plus concentrated exhibitor efforts to merchandise it to the best of their ability, should result in overcoming the poor showing of the second quarter and give both the industry and the exhibitor a high, year-round level of income.

Hyman pointed out that the early start that is being given to plan[n]ing the spring quarter business d[r]ive should insure its success, backed [u]p by quality releases for the pe[r]iod which he asserted are "far supe[r]ior to what we have had in that pe[r]iod in the past."

The drive will run 14 weeks, f[r]om Easter Week through the July Fo[u]rth Week.

Hyman said he plans to make [h]is annual visit to the Hollywood stu[d]ios shortly after the first of the yea[r] to see as many completed pictures [a]s possible, and to view rushes on oth[e]rs still before the cameras at the ti[m]e. The visit, he pointed out, will per[m]it him to reaffirm the releases on wh[i]ch special emphasis and efforts sho[u]ld be placed in the course of the spr[i]ng drive.

In completing his presentation, [H]yman emphasized how essential it [i]s that production, distribution and [e]xhibition learn to work together in [t]he current uncertain times.

"Our joint efforts," he said, "[w]ill assure attainment of vital indu[s]try goals and continuing prosperity for [a]ll of us."

Adv.-Publicity Executives Contribute Messages To 1961 Release Schedules for AB-PT Meeting Here

Top advertising-publicity executives for 10 national producer-distributor companies have contributed messages to the compilation of 1961 release schedules prepared by Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, for distribution to a meeting of the company's northern theatre affiliates at the Hotel Astor here tomorrow and Friday.

The messages describe each company's top releases for the early part of the new year and the promotion campaigns planned for them. Hyman said the feature ties in with the keynote of the April-May-June business drive which he and AB-PT affiliates will sponsor nationally. The drive's keynote is "Promotion."

Hyman said the ad-publicity executives have given assurances that they will extend every cooperation to exhibitors who wish to demonstrate what they can do on the local level in the spring promotion drive and that he, in turn, has assured the executives of an all-out effort on the part of participating exhibitors.

Messages for the release schedule brochure were prepared by Charles Einfeld, 20th Century-Fox; Martin Davis, Paramount, David Lipton, Universal; Jonas Rosenfield, Columbia; Dan Terrell, MGM; Roger Lewis, United Artists; Richard Lederer, Warners; Sandy Abrahams, Allied Artists; Charles Levy, Buena Vista, and Milton Moritz, AIP.

Profit-Making

(*Continued from page* 1)

ers in all parts of the country which have participated in Hyman's orderly distribution program have annually for the past five years concentrated their promotion and sales efforts on quality product made available by cooperating distributors for the so-called "orphan" release periods of the year.

The exhibitors have sought by their special business promotion efforts to encourage the release of more quality pictures in the non-holiday periods. The best of their promotion efforts over the past five years have been culled from 15 previous collections of merchandising plans and reproduced in AB-PT's "Proven Profit-Making Ideas" booklet.

Distribution Tomorrow

The booklet will be distributed to northern affiliates of AB-PT at their meeting at the Astor Hotel here tomorrow and Friday. It covers campaigns for blockbusters, special shows, holiday packages, group sales, rentals and concessions.

Quality Citel For Films o April-May-Jun

Hyman Feels 'Digest' Fills Theatre Need

The new "Movie Digest" publi[c]ation now being distributed to th[e]tres will attain a distribution of [a]600,000 at the outset, aimed primar[i]at the 16 to 34-year age group wh[o] comprises the bulk of the theatre [a]dience, Eward L. Hyman, Americ[a]Broadcasting - Paramount Theat[r]vice-president, said yesterday.

Hyman views the new "fan" book as a valuable promotional piece theatre attendance and made availa[b]to it the theatre lists of those operating with his program for orde[r] distribution of quality product. H[y]man has encouraged the magazi[n]from the beginning and said he ho[p]to see it become "the TV Guide the theatre business."

Michigan Allied

(*Continued from page* 1)

lied unit in singling out a maj[o]circuit executive for praise, sa[y]Hyman's efforts have "benefited t[h]industry in general and motion pi[c]ture exhibitors everywhere."

Hyman's sponsorship of a busine[s]drive for the so-called spring orph[a]period next year also won the co[m]mendation of C. Glenn Norris, 20[t]Century-Fox general sales manage[r]who offered the "full and comple[t]cooperation of every member of t[h]20th Century-Fox organization" i[n]conducting the drive.

m Poster Exhibition
irts at Museum Here

A retrospective exhibition of movie ters will be on view at the Museum Modern Art, here today through). 5. Selected for historical interest l graphic excellence, the 45 exples range from an 1898 advertisent for Edison's Kinetoscope to a rent poster for the 1960 "On the ach."

Nine countries are represented—echoslovakia, England, France, Gerny, Poland, Puerto Rico, Russia, itzerland and the United States. e exhibition was selected, primarily m the Museum's poster collection, Mildred Constantine, associate rator of graphic design.

ox Invitation

(*Continued from page* 1)

le in the "orderly release" schedule be distributed at the annual Amern Broadcasting-Paramount Theatres nvention at the Astor Hotel here norrow, Charles Einfeld, 20th Cen-y-Fox vice-president, declared that roduction, distribution and exhibin can no longer do their thinking separate worlds. The makeup of e industry precludes any other exence. And we at 20th Century-Fox, der the leadership of our showmanesident Spyros P. Skouras and our oduction and distribution forces aded so ably by Bob Goldstein and enn Norris, are keenly and conually aware of this development." Einfeld, called for a renewed coeration between the major film comnies and the world of exhibition, ying "we believe that showmen's eas, opinions and suggestions about e company and its product are vital the continuance of a profitable and cessful relationship."

Sees 'Merchandising Era'

Einfeld stated that the industry toay is in an era of intensive merchansing where competition for the enrtainment dollar is severe. Calling r suggestions from showmen as to rthcoming productions, titles, protional devices and advertising eas, Einfeld said 20th-Fox is always ady to do "everything possible" to operate with exhibition in advertsing and merchandising its product. He extended a standing invitation theatremen to write, call, or drop to express their ideas, saying that e advantages are limitless.

"We want to hear from you," Einld went on "what you think about ur upcoming product — what protional devices you think would be elpful — how do you like the titles the castings — what thoughts for nusual trailers come to your mind — ould you use television to advertise me of these pictures — do some of em suggest magazine advertising — hat angles would you stress — the right showman will have scores of leas about the provocative program 0th is offering this coming season."

REVIEW:

The Wizard Of Baghdad

Twentieth Century-Fox—CinemaScope

HERE IS A HANDSOMELY mounted spoof of all Oriental fantasies rolled into one huge burlesque, and produced in plush fashion by Sam Katzman, who certainly didn't spare the color cameras for this one, as the De Luxe photography of the vividly decorated settings and costumes is indeed visually exciting.

The direction by George Sherman of the screenplay by Jesse L. Lasky, Jr. and Pat Silver, based on a story by Samuel Newman, is adequate. The contrived dialogue and situations draw their quota of laughs as the plot thickens comedywise around the misadventure of a hapless genii, and the involved intrigue in the palace at Baghdad.

Dick Shawn, nightclub and television comedian who made his film debut in "Wake Me When It's Over," essays the title role as the shiftless genii who is in disfavor with the King of the Genii, William Edmonson, because he has permitted his addiction to wine and women to foul up his assignments. As punishment, Shawn is demoted to the rank of human being, but given one more chance to prove himself worthy of again joining the ranks of the genii. He is assigned as the wizard of Baghdad where he is directed to bring about the prophecy calling for the princess daughter of Robert F. Simon and the princely son of Vaughn Taylor to marry and eventually rule the city.

Shawn draws a moderate amount of laughs as, accompanied by his talking horse, he joins the court of Baghdad, and again seems on his way to scrambling up his project. Despite Shawn's misguided activities in that direction, the prophecy is fullfilled as Diane Baker, as the princess, and Barry Coe, as the prince, get together romantically, after a series of trials and tribulations that keep them apart.

The dialogue is loaded with modern puns and talk, and the action includes much horseplay and swordplay, all designed for laughs. Such familiar characters as Aladdin and Scheherezade, among others, flit through the action and are lampooned with humorous dialogue allusions. John Van Dreelen is appropriately sinister as the classic villain of the piece who is intent upon marrying Miss Baker to assuage the citizenry into accepting him as their ruler. There are the usual behind-the-scenes intrigue, political assasinations and, of course, lovely harem girls, in addition to feats of magic. Shawn pleasantly sings two novelty tunes, one of them, "Eni, Menie, Geni" with lyrics by Diane Lampert and Peter Farrow, and music by David Saxon.

Also involved in the humorously-intended satirical proceedings are Stanley Adams, Michael David, Leslie Werner, who portrays the Princess as a child, and Michael Burns, who plays the prince as a child.

Running time, 93 minutes. Release, in December.

S. R.

R. C. Music Hall Ticket Books for Gifts Ready

Books of tickets for Radio City Music Hall, suitable as holiday gifts, are available again this year for the theatre's patrons.

The ticket books, in $5 and $10 denominations, are on sale at the Music Hall Box offices.

Minimum Pay

(*Continued from page* 1)

for reporting favorably "all those bills which came out in the previous session and were not passed." He noted that at a meeting today of the committee's Democratic majority, it was the consensus of those present that the committee should hold no further hearings on minimum wage proposals. He noted, however, that he thought President-elect Kennedy would like to have the views of the members of his cabinet on minimum wages before Congress starts action.

The labor committee chairman also said that he is "having all the lobbyists" for and against minimum wage changes come to informal private meetings with him early in January. Separate meetings will be held for management and labor lobbyists.

President-elect Kennedy has requested speedy enactment of a new wage law, Powell stated. He noted that in his own discussions with Kennedy he had repeated his earlier-expressed objections to the wage escalator clause in the Roosevelt and Kennedy bills on the ground that no Congress should legislate for future Congresses.

Powell said he hopes to have a conference on the minimum wage question with the new Secretary of Labor after President-elect Kennedy names him. There has been some speculation here that Arthur Goldberg, counsel for the AFL-CIO, may be given the post.

Theatre Reprieve

(*Continued from page* 1)

building is owned by N. A. Dunn of Raleigh and leased to Consolidated Theatres, Inc., of Charlotte. Along with the Wake, Consolidated owns the Village Theatre and Forest Drive-In Theatre here.

A spokesman said terms of the option call for the purchase of the building by Raleigh Savings & Loan in 25 years. Until then, the association will have the structure on a rental basis.

'Ballad' Opens Dec. 26

The American premiere of "Ballad of a Soldier," the first Russian film to be independently released under the State Department's Soviet-American cultural exchange program, is scheduled for Monday, Dec. 26 at the Murray Hill Theatre here, according to Kingsley International Pictures, the distributors of the film, which is being presented in this country by J. Jay Frankel.

MORTGAGE FORECLOSURE SALE

IN ACCORDANCE WITH ORDER OF U. S. DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK
Re: MERCURY FILM LABORATORIES, INC., Bankrupt 60B362

DAVID STRAUSS & CO., INC., Auctioneers
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AT 723 SEVENTH AVE., N.Y.C. (NEAR 48th STREET)

PROFESSIONAL PROCESSING AND OPTICAL FILM PRINTING EQUIPMENT

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Storm Forces AB-PT Meet Out of Catskills

A meeting of the northern affiliates of American Broadcasting-Paramount Theatres, which had been scheduled at the Concord Hotel at Kiamesha Lake, N. Y., in the Catskills, had to be transferred to the Hotel Astor in Times Square because of the blizzard which swept the East this week.

The AB-PT theatre affiliates meeting will be held tomorrow and Friday.

Bad Weather

(*Continued from page* 1)

had to report to work braved the trip. It is doubtful that many entertainment seekers defied the elements to travel any distance to visit the theatres. Even the neighborhood houses took a beating Monday night when the cold wave hit the metropolitan and inland areas, it was reported.

Broadway's hard-ticket engagements suffered least from the weather conditions.

Less than half its normal business was recorded at Radio City Music Hall with a take Monday of $10,232 for its Christmas stage show and "Sundowners" on the screen. Russell V. Downing, president of the Music Hall, believed it would be "several days" before normal theatre business returned to Broadway because of the weather. The Capitol ("Butterfield 8") reported Monday business as "very quiet" and about 25 per cent below the normal pre-Christmas Monday business. Yesterday's business as of mid-afternoon was "not too heavy."

Somewhat Better Yesterday

Both the Astor ("Inherit the Wind") and the Victoria ("G.I. Blues") had a "very slow" Monday, attributed to the weather, with a "slight improvement" noted yesterday.

Monday business at the Palace ("Esther and the King") was reported as "not good," with little improvement yesterday as the "street was dead."

The Forum ("Let No Man Write My Epitaph") had a "very bad" Monday, although business "picked up" somewhat in the evening. Monday's business, however, was less than half that recorded here the previous Monday. Yesterday's admissions were higher than the day before.

'Strandees' Help

The Paramount ("North to Alaska") was "better than expected" on Monday, the theatre attracting those stranded in the city, and tied up in hotels.

The State theatre ("Ben-Hur") did "surprisingly better than expected" on Monday with business only slightly below normal. Most of Monday evening's business for this hard-ticket attraction was in window sales to probable "strandees."

While the Rivoli ("The Alamo") Monday take "wasn't good," it was "better than expected in face of the snowstorm." Business on Monday was "nearly as good as Sunday" for this roadshow engagement.

Meanwhile in the neighborhoods, despite the blizzard, MGM's "Village of the Damned" completed its first week yesterday in 26 Loew's neighborhood theatres, rolling up a "blockbuster" box office gross of over $300,000. This figure, one of the largest for any MGM release in recent years, topped the smash business scored by "Please Don't Eat the Daisies."

REVIEW:

Hand In Hand

Helen Winston—Columbia

HELEN WINSTON, heralded as the only woman film producer with her own production company, has turned in an exceptionally fine job with her first film, British-made, which is being distributed under the Columbia Pictures banner. Choosing a provocative subject matter, Miss Winston has handled it with a great deal of tasteful restraint, perception and sensitive insight.

This is a tale of love between two young childern, a boy of seven-and-a-half and a girl of seven, whose bonds of affection are tested when they are made aware of the differences in their respective religions, the boy being a Catholic and the girl, a Jew.

The skillful handling of the subject and the players by director Philip Leacock from an excellent screenplay by Diana Morgan, based on a story by Leopold Atlas, should find a responsive chord no matter what the religious belief of the viewer, and even from the non-believer. For this is a more a story of brotherhood, love and understanding rather than religion *per se*.

Loretta Parry as the girl, and Philip Needs as the boy, make their acting debuts in this picture, and turn in performances that are remarkable for their naturalness and sensitivity, in addition to what seem to be inherent personable and ingratiating mannerisms. The two children spend most of their after-school hours together playing in an abandoned shack which they have cleaned up to "live in." When they learn that the girl's parents are preparing to move away from the neighborhood, the children face the situation by becoming "blood brothers" and vow to be always together.

To test their newly-formed "bonds" the children decide to visit each other's place of worship, in defiance of the expressed disapproval of their respective parents. The scenes within a synagogue and a church, are handled with touching simplicity, and warm humor. When the girl is injured as they float down the Thames River in a dinghy on their "way to Africa," the boy believes she is dead and rushes to the priest to tell him that he killed the girl, and this is the punishment of God. The priest assures him of God's love and they go to the girl's home where they find that she is alive.

THERE ARE MANY touching moments in this motion picture which explores the fantasy-world of the children to find they are filled with many moments of truth. Highlights are the burial of a pet white mouse, the children's thumbing a ride with Dame Sybil Thorndike, who joins their world and pretends to be a princess, and a delightful scene with Finlay Currie as an eccentric old storekeeper.

The acting performances are of high quality in every instance, as the entire cast appears to have been chosen with great care. Among the many fine roles, in addition to the children, are those of John Gregson as the priest, Derek Sydney as the rabbi, Miriam Karlin and Arnold Diamond as the girl's parents, Kathleen Byron and Barry Keegan as parents of the boy, and of course, veteran British performers Dame Sybil Thorndyke and Finlay Currie, who are no strangers to American audiences.

The music, composed and conducted by Stanley Black, and played by the Associated British Studio orchestra, is on a par with the general excellence of the film.

In this heartwarming film Miss Winston proves her contention that motion pictures need not have 'sick' themes in order to entertain. For this is an attraction that should leave a warm glow in the hearts of any audience of any age group, and any extra effort expended by the exhibitor in bringing this film to the attention of his audience potential should be more than repaid in both satisfied customers and word-of-mouth buildup.

Running time, 75 minutes. Release, in January, 1961.

SIDNEY RECHETNIK

New 'Hard Ticket' Theat For Market Street, S.F.

Special to THE DAILY

SAN FRANCISCO, Dec. 12. F the first time in many years and the exception of the Cineram O pheum, Market Street is goi have a hard ticket house "Spartacus" premieres at the U Artists on Dec. 22.

More than a year ago the U renovated at a cost of more $250,000 but until now has rem a soft ticket showplace. On De there will be an invitational pr of the Bryna production.

Rogers Tou

(*Continued from page* 1)

geles and later amplified at the States convention in Chicago.

Late in November, Rogers ducted two meetings in Boston 22 circuit owners and executives enthusiasm for the new comp program prompted Rogers to s the more extensive schedule wh he will personally explain Pathe-A ica's methods of distribution, pro film packages and price stru Meetings have already been s Cleveland, Dallas and Char N. C.

Connecticut Theatres Return to Near-Nor

Special to THE DAILY

HARTFORD, Conn., Dec. 1 Connecticut box office receipts turned to near normal today undergoing one of the worst di many years as a result of the 13- snowstorm that blanketed the r over Sunday night and all day day.

Theatremen battled valiantly t mind the public that performa were continuing Monday, despite io and television newscaster's stant reference to the phrase, "p stay off the streets unless on business." Lou Cohen, of Loew's Theatre, Hartford, for example, ca all metropolitan radio-tv outlets Monday to advise that the the as well as all other downtown t tres, would be operating as usu

Glenn H. Haviland D

SEATTLE, Dec. 13. — Glenn Haviland, 52, veteran salesman 20th Century-Fox here, is dead heart attack. A native of Cus Mich., he was associated with companies of the film industry some 20 years.

Para. to Reissue 2

"Elephant Walk" and "The Na Jungle," both Technicolor spectac set in remote and exotic regions the world, will be re-released nati ally in January by Paramount P tures.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 114 — NEW YORK, U.S.A., THURSDAY, DECEMBER 15, 1960 — TEN CENTS

FCC Denies Request For Additional Oral Pleas in Hartford Case

But Cohn Group Can File Post-Official-Order Briefs

By E. H. KAHN

WASHINGTON, Dec. 14. — The Federal Communications Commission has denied the request of Marcus Cohn, attorney for the Connecticut Committee Against Pay-TV and for the Hartford exhibitors, for additional argument concerning the application of Hartford Phonevision for a three-year pay-tv license. Commissioners Hyde and King dissented.

The FCC agreed, however, to permit

(Continued on page 4)

Storm Effects Fading; Drop Averaged 50%

New York and Eastern circuit operators reported theatre attendance still below expectations yesterday, the fourth day of business decline due to the record blizzard of Sunday-Monday.

Most were agreed, however, that the worst was over and that an upturn had begun despite the traditional pre-Christmas slump.

Estimates of the drop in business

(Continued on page 3)

May Triple U.S. Funds For Star Trips Abroad

From THE DAILY Bureau

WASHINGTON, Dec. 14. — It is understood that the State Department plans to request a tripling of funds with which to send U.S. performers on tours abroad.

The current fiscal year's budget is

(Continued on page 3)

TELEVISION TODAY—page 5

'Health for Peace' Concept Is Theme of Dinner For Asthma Research Institute Honoring Nizer



Louis Nizer

THE urgent, practical nature of the "Health for Peace" concept—based on the assumption that when people work together for health they learn to live together in peace—was underscored here last night at a dinner for the Children's Asthma Institute for Research in honor of Louis Nizer, industry attorney.

In a message to the "Health for Peace" dinner—which highlighted the $2,500,000 national campaign of the Children's Asthma Institute for Research and Hospital at Denver—President Dwight D. Eisenhower declared that "each citizen who helps to advance the health of his neighbors helps to strengthen the foundations of peace."

The dedication of institutions such as the Children's Asthma Institute for Research, the President added, "in harnessing science for humanitarian purposes, merits the heartfelt thanks of the American people."

Secretary of Health, Education and Welfare Arthur S. Flemming, in a

(Continued on page 5)

REVIEW:

EXODUS

Preminger—United Artists—Panavision 70

AGAINST the background of one of the epochal events of the century—the founding of the State of Israel—Leon Uris wrote a vast and panoramic novel that captured the imagination of readers everywhere. Otto Preminger has now made a vast and panoramic motion picture that is going to reach and entertain millions more than the best-selling book.

No expense has been spared to make "Exodus" as physically big in all respects as its mighty theme. It was photographed in its entirety in Israel and the island of Cyprus right in the locales where the historical and fictional events occurred in the original. Appropriately enough, too, the exciting Panorama 70 process and Technicolor were used for photography. And the cast includes some of the top talent around today — Paul Newman, Eva Marie Saint, Sal Mineo, Ralph Richardson, Peter Lawford, John Derek, Lee J. Cobb, in addition to an appealing newcomer called Jill Haworth who is perfectly cast in the important role of the 14-year-old refugee Karen.

Perhaps the most remarkable thing about "Exodus" on the screen is the manner in which it blends recent history with a fictional story-line without one seeming to get in the way of the other. The device employed by Dalton Trumbo in his script is to acquaint the audience with the background of the Jewish refugees and their struggles to get into Palestine through the eyes of an "outsider."

This character is the heroine, Kitty Fremont, an American nurse (and

(Continued on page 3)

'Concerned' Holiday Film Release Plan Hit by Marcus

Scores 'Famine' Periods; Cites Marcus Plan Help

Special to THE DAILY

MILWAUKEE, Dec. 14. — The practice of some distributors in withholding pictures from release in order to try to capitalize on seasonal business surges was scored by Ben Marcus, Wisconsin circuit operator who was named chairman of the board of Allied States at the organization's annual meeting held in Chicago last month.

Marcus, on the other hand, commended "some of the major companies that have taken advantage of the Marcus Plan during the famine product periods by releasing pleasing family pictures which, under the Plan, have run up some very fine grosses."

The Marcus Plan provides for simultaneous release of a good picture

(Continued on page 3)

Quigley Award Campaigns To Be Judged Here Today

Merchandising campaigns submitted to Managers' Round Table by showmen from over the globe will be judged for Quigley Award honors in the first and second quarters of the 1960-'61 competition, at the Round Table offices here today.

Judges will be Martin Davis, director of advertising, publicity, and exploitation for Paramount Pictures; Charles E. Kurtzman, executive in charge of out-of-town theatre operations for Loew's Theatres; and Jerry Evans, promotion manager for Universal-International Pictures.

Some 60 campaigns are to be judged for Quigley Awards for this competition period.

Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

Complete facilities for every film need in black and white or color

PERSONAL MENTION

ERIC JOHNSTON, president of the Motion Picture Association of America, returned to New York from London and Paris by plane yesterday, and left here immediately for Washington.

•

JAMES H. NICHOLSON, president of American International Pictures, has returned to Hollywood from New York. Meanwhile, FULVIO LUCISANO, AIP representative in Italy, has arrived here for conferences with home office officials.

•

PHILIP GERARD, Universal Pictures Eastern advertising and publicity director, is in Pittsburgh from New York today for conferences on the launching of "The Great Impostor" with a special Marcus Plan promotion.

•

IRVING WORMSER, president of Continental Distributing, returned to New York last night from a four-week trip to London, Paris and Rome.

•

WILLIAM RICHARDSON, president of Capital Releasing Corp., Atlanta, has left there for Florida.

•

MAURICE SILVERSTEIN, vice - president of Metro-Goldwyn-Mayer International, has returned to New York from Europe.

•

JOE CAVALIER, director of videotape operations at KTLA, Hollywood, will be married in Las Vegas, Nev., on Jan. 1 to JOANNE SANDERS, writer.

•

HERBERT L. GAINES, Warner Brothers branch manager in Albany, is in New York City from there. He'll be in Gloversville, N. Y., tomorrow.

•

J. E. HOBBS, Allied Artists branch manager in Atlanta, has left there for Chicago.

Awan to San Francisco

Adrian Awan, 20th Century - Fox exploitation manager, leaves today for San Francisco as the personal representative of president Spyros P. Skouras for conferences with Mayor George Christopher, who has requested of Skouras that the world premiere of "Francis of Assisi" be held in his city. The exploitation manager will discuss with the mayor and various charitable organizations the projected debut which would take place, if set, in early spring.

'Exodus' Bows Tonite In Int'l Atmosphere

Some 1,500 international celebrities, diplomats, society and business leaders are expected to attend the world premiere tonight of Otto Preminger's production of "Exodus" at the Warner Theatre here.

Among those attending the arc-lighted invitational opening will be: Adlai Stevenson, newly designated United States Ambassador to the United Nations; the Hon. Joseph P. Kennedy, father of John F. Kennedy, the President-elect; Joey Adams; Jean Pierre Aumont; George Axelrod; Lauren Bacall; Richard Basehart; Harry Belafonte; Leonard Bernstein; Paddy Chayefsky; Nat King Cole; Arlene Francis; Burl Ives; Harry Kurnitz; Mrs. Fiorello LaGuardia; Myrna Loy; Joseph Mankiewicz; Lewis Milestone; Kim Novak; Christopher Plummer; George Raft; Lee Remick; Quentin Reynolds; Jerome Robbins, and Billy Rose.

Preminger to Attend

From the production, producer-director Otto Preminger, accompanied by Mrs. Preminger, will attend. Also present will be "Exodus" stars Peter Lawford, Sal Mineo, David Opatoshu and Jill Haworth.

WNTA-TV and WNTA Radio will cover the event live at the Warner, devoting to it a total of two hours of telecast and broadcast time in three separate programs.

The world premiere marks the unlimited, reserved-seats engagement for "Exodus" at the Warner.

Ad-Publicity Group To Hear Mrs. Twyman

Mrs. Margaret Twyman, director of community relations for the Motion Picture Ass'n. of America, will report to the MPAA advertising-publicity directors committee at a meeting of the latter today on current developments in the community relations area.

Mrs. Twyman will give particular attention to the activities of the Federation of Motion Picture Councils in distributing promotional material and giving other support to special pictures, and as a conveyor of community reactions to the industry.

Martin Davis to Report

Martin Davis, chairman of the committee, will announce his appointees to represent the ad-publicity directors on the new cooperative committee on which it will function with Theatre Owners of America and the Screen Producers Guild. The new committee is the result of criticism leveled at industry advertising by TOA and SPG last fall.

Roger Lewis, chairman of the coordinating committee on Academy Awards promotion, is scheduled to make a report on his recent Hollywood conferences with Academy officials and Awards public relations representatives on preliminary plans for the next "Oscar" program in April, 1961.

Davis also is scheduled to report on recent meetings held with newspaper representatives in an effort to obtain better editorial treatment for motion pictures and theatres, to end discrimination in advertising rates, ad censorship and other problems. Additional projects in that area which the committee has in work also will be reported on.

Podhorzer Firm Gets Name Change

Munio Podhorzer, president, has changed the name of his company, United German Film Enterprises, Inc., to United Film Enterprises, Inc. He said the change reflects the rapid expansion in volume and in diversity of product handled by the company during the yast year.

While the company is continuing to represent various German motion picture producers in their effort to sell their product in the U.S., it is also negotiating sales in other countries. During 1960, for example, the company sold over 20 German films to Canada and an equal number to Latin American countries and the Far East.

Product from Several Lands

United Film Enterprises will also represent the French production firm Franco London Film, S.A., in the U.S. and the producers of the Italian film, "The Adventurers," and the Israeli-German co-production, "Blazing Sand."

While the major activity of United Film Enterprises, Inc., will continue to be the sale of foreign films in this country, the company is also selling American films abroad and acting as go-between in various co-production deals.

Ferguson Conferring On 'Angel' Saturation

Special to THE DAILY

CHARLOTTE, N.C., Dec. 14.—Robert S. Ferguson, Columbia Pictures' national director of advertising, publicity and exploitation, will arrive here tomorrow to discuss with exhibitors the saturation release of "Angel Baby" in the Charlotte territory.

Following the world premiere at the Carolina Theatre, Winston Salem, on Jan. 19, the film will open in 165 theatres in 162 cities in the area, including Chapel Hill, Charleston, Durham, Myrtle Beach, Lexington and Sumter.

Commercial Potentialities Seen in New EKC Process

Special to THE DAILY

ROCHESTER, N. Y., Dec. 14.—Eastman Kodak Co. has announced the development of a new motion picture film system that will expose, develop, fix and prepare film for viewing in five to six seconds. The processing unit is portable.

First use of the new system, says Eastman, will be new military purposes. The company made no statement regarding adaptability for commercial use, but description of the process made its potentialities apparent for utilization by both motion picture and television interests.

Distributor Plans Canadian TV Network

Special to THE DAILY

OTTAWA, Dec. 14.—S. W. Caldwell, Toronto film distributor, has been granted permission by the Board of Broadcast Governors to form a privately owned television network.

Caldwell plans to incorporate a company to be known as Canadian Television Network, Ltd., which would be the first to compete with the government-owned Canadian Broadcasting Corp. network. However, Caldwell does not yet have an operating permit. This will be considered only after he has reached agreements with at least six stations other than those affiliated with C.B.C.

His application for an operating permit will be made to the Board by next Aug. 31.

JDA Dinner to Sherman Now Set for Dec. 2

The Joint Defense Appeal dinner honoring Benjamin Sherman, chairman of the board of ABC Vending Corp., which had to be postponed because of the snow storm, has now been rescheduled for Tuesday evening, Dec. 20, it was announced yesterday.

Sherman will be presented with the amusement industry's JDA Human Relations Award at the dinner, which will be held at the Waldorf Astoria Hotel as originally scheduled.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4 Bear St, Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Asks P.A. Tours for Smaller Situations

Special to THE DAILY

CHARLOTTE, N. C., Dec. 14.—king a plea to distributors to in-le smaller situations on the itin-y of their personality promotion rs, A. B. Craver, an executive of nsolidated Theatres, welcomed tro-Goldwyn-Mayer's "Where the ys Are" troupe to Charlotte, N. C., terday. The visitors included Joe ternak, producer of the picture; ila Prentiss, Jim Hutton, and Mag-Pierce, members of the cast; and Seadler, M-G-M's eastern adver-ng manager.

The Plaza Theatre, which will play holiday attraction here the day er its world premiere in Fort Lau-rdale, Fla., is one of the 13 indoor d 25 drive-in operations of Consoli-ted Theatres, under the partnership Sam Craver, Tom Little and A. B. aver.

"Star tours are no novelty to the gger cities," Craver said at a press nference held for the M-G-M con-gent, "but because of their very frequent tours in towns like Char-tte, Richmond and others com-rable, they become civic events. he program of promotion lined up y Dick Hoffman, M-G-M branch anager, for 'Where the Boys Are' Charlotte is an example of what harlotte can do for a picture."

Gifts for Everybody At AMPA Annual Fete

There will be gifts for virtually veryone at the annual Christmas party of the Associated Motion Pic-ure Advertisers on Tuesday at the iccadilly Hotel here, Bob Montgom-ry, president, announced.

Gifts are donated by the film com-panies, ad agencies, and companies allied with the industry, as well as ndividual members.

Storm Effects Fading

(*Continued from page* 1)

for the four-day period averaged about 50 per cent; much higher in some situations, considerably lower in others.

Factors affecting theatre attendance during the storm period, theatre men agreed, were the strength of the pic-ture playing and how long schools in each locality remained closed. Some said they did better business with a strong picture playing during the storm period than they did with a weak picture in good weather last week.

Others said that Monday and Tues-day attendance was helped by school closings and that it slumped yester-day when most schools were back on regular schedules.

May Triple U.S. Fund

(*Continued from page* 1)

about $2,500,000. The Kennedy ad-ministration may be asked to request almost $7,500,000 of Congress for this purpose to be used during the fiscal year that starts July 1, 1961.

Exodus

CONTINUED FROM PAGE 1

"Presbyterian from Indiana") visiting in Cyprus, where the refugees are interned by the British in camps and prevented from going to Palestine. Hospital personnel is desperately needed on the island, so at the behest of an English general she agrees to help out.

She soon becomes much more involved in the events on Cyprus than she had intended to be. While working as a nurse she meets an attractive 14-year-old girl and becomes so attached to her that she wants to adopt her and take her back to America. The girl is willing, but before they can leave they are caught up both in a dramatic crisis—the escape of a large group of Jewish refugees on Cyprus to a ship called the "Olympia" in the harbor and their attempt to set sail for Palestine. When the British block the harbor, the refugees go on a hunger strike until the English are forced to give in and let the ship, now renamed the "Exodus," set out for its destination.

In this long sequence involving the ship Preminger cleverly combines humor and drama. The way the refugees escape from the camp to the harbor right under the noses of the British is both amusing and suspense-ful and culminates in the firm stand of the refugees and their refusal to surrender on pain of death. It is here that their moral courage, dedica-cation, and longing for a homeland are first strongly expressed in the film.

THIS DRIVE and determination is further illuminated after the ship ar-rives in Palestine through recalling the horrors suffered by many Jews at the hands of the Nazis during the war. One of the refugees is a young lad (played with astonishing brilliance by Sal Mineo) who seeks to join the Irgun, or terrorist group working against the British soldiers in Palestine. Before this lad is permitted to become a member of the Israeli group he is subjected to intensive questioning about his experiences in a Nazi concentration camp. Having been a demolitionist who dug graves for his own people in the camp in order to save his own skin he seeks to hide the truth. Relentlessly an interrogator drags the facts out of him in a harrowing and blood-chilling scene that is one of the best in this long three-hours-and-a-half film.

In the meantime numerous other story threads have been introduced and unraveled—far too many to spell out in detail in a review. Some of the more important ones are a love affair between the American nurse and the captain of the "Exodus" (Newman); another romance between Mineo and the young girl the heroine wants to adopt; the conflict be-tween the Irgun and the Haganah over whether the British will be driven out by peaceful or terrorist techniques. The vital point to make is that the story lines are always clear and easy to follow; Preminger has not let them become unnecessarily complex and confusing.

Another highlight scene in the film is a prison break which comes in the third hour (just after the intermission). A long sequence — in which the Irgun and Haganah join forces to free several Jews sentenced to death by the British for terrorist activity—Preminger builds up sus-pense in it with a wealth of fascinating details as to how escape tools are smuggled into the prison and put to use to build explosives. Starting slowly the director then gradually steps up his pace in crescendo-like fashion for a terrific final effect as the prisoners successfully get away.

OTHER HIGHLIGHTS of the last third of the film include a mammoth celebration when Palestine is officially partitioned by the United Na-tions and an episode of the tragic Israel-Arab fighting that followed this action instead of the hoped-for peace. In this latter sequence two of the films' most sympathetic characters—the young girl Karen and an Arab friend of the hero—are killed.

The film ends with a stirring eulogy over their graves which Newman delivers with tremendous eloquence. This is his "big" scene in the film, and the other leading performers have theirs too—Miss Saint in the se-quence in which she is tending the wounded Newman, believes he is about to die and then suddenly realizes he will live. Her expression of joy is something to behold. Mineo, of course, has the "inquisition" scene, and Miss Haworth, as Karen, the girl he comes to love, has a touching moment with him just before she is slain by Arab guerrillas. As the father of Newman, Cobb is most effective in a silent moment in which he visits in prison a brother condemned to die by the British.

With its steadily entertaining story, enhanced by beautiful scenic views and good acting, "Exodus" looks set for as long and prosperous a career on the screen as it had as a book.

Running time, 3 hours, 33 minutes (plus intermission.) Release, special.

RICHARD GERTNER

'Jack' Will End 34-Week Run at Guild Here Sunday

Boulting Brothers' "I'm All Right Jack," a Columbia Pictures release, will complete a 34-week run at the Guild Theatre here Sunday. The film grossed $348,279 through December 9 with another $10,000 expected by the end of its run. The Guild is a 455-seat theatre.

New York figures reflect the suc-cess of the film in other key play-dates throughout the U.S. such as Washington, Chicago, Baltimore, Minneapolis and Detroit, Columbia said.

Holiday Films

(*Continued from page* 1)

to groups of theatres within a specific area, accompanied by special promo-tion and merchandising activities con-centrated within the area at the time of dating. Originated by Marcus in his own circuit, it has shown ex-cellent results. It is now being tried out in the Pittsburgh area with the cooperation of exhibitors and distrib-utors there, under the sponsorship of Compo.

Marcus pointed to "the splendid campaign conducted in Wisconsin on the pictures 'The Magnificent Seven' and "For the Love of Mike'."

In these instances, he said, "both the exhibitor and the distributor bene-fited handsomely while other distrib-utors were withholding their pictures from release, awaiting the holiday period."

Marcus emphasized that in select-ing pictures for a saturation cam-paign, it is essential that they be "of an entertaining calibre, with mass appeal."

"The public today is eager to at-tend our theatres," Marcus said, "but we must be extremely careful to select the right kind of pictures to attract them."

Criticizes 'Can-Can' Policy

The Allied chairman criticized the handling of "Can-Can," which he contended "was not heavy enough to carry the hard-ticket policy which 20th Century-Fox originally set for it.

"It was a mistake to withhold it from general release as long as they have. After the terrific campaign put on in large, first run cities, the de-mand to see it was very high. Instead of withholding the picture, it should have been put into general release throughout the country at that time.

"Even though much damage has been done to this picture because of this, it is still not too late to attract a substantial theare audience in all areas if an all-out co-op campaign is utilized," Marcus concluded.

Speaking of the withholding of pic-tures from release, Marcus said he is "deeply concerned over this major distributors' policy" which deprives the market of a steady flow of good product "until a soft spot is found, such as holidays, school vacations, etc."

PEOPLE

Deems Taylor, who from 1942 to 1948 served as president of the American Society of Composers, Authors and Publishers, and who at the present time is secretary of the organization, will be presented a watch at the conclusion of the Society's board meeting today. The gift will honor his 75th birthday, which falls on Dec. 22. Presentation will be made by Stanley Adams, ASCAP president

□

H. P. "Dusty" Rhodes, Georgia drive-in theatre owner, tomorrow will hold his annual Christmas party at the Atlanta Variety Club for bookers in the exchanges of the major distributors.

□

Douglas Walker, booker for Columbia Pictures in Jacksonville, has been elected president of Local B-67, IATSE. Douglas Tidwell, projectionist, has been renamed business agent.

Coast Theatre Firm Set

LOS ANGELES, Dec. 14. — Alex Cooperman, independent film distributor, has formed Paris Theatre Corp., with associate Shan Sayles, and will take over the Carmel Theatre on Santa Monica Boulevard, Crescent Heights, renaming it the Paris, to inaugurate an art house policy.

You Are Invited to

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44TH ANNUAL

CHRISTMAS LUNCHEON PARTY

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HANS BARNSTYN
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REVIEW:

The Angry Silence

Harris & Shore—Valiant

THIS FIRST PRODUCTION of Beaver Films, a British company formed by Richard Attenborough, who also co-stars in the film, and Bryan Forbes, who wrote the original screen play, is a most noteworthy offering in all departments. This Joseph Harris-Sig Shore presentation for distribution through Valiant Films has been directed by Guy Green in a taut, crisp manner and is filled with many imaginative touches in both the direction and editing.

The story itself is of provocative nature dealing as it does with a labor situation in a machine and tool works in a small British town. The film's title is derived from the fact that Attenborough, whose wife, Pier Angeli, is expecting their third child, is put into Coventry and accorded the silent treatment by his co-workers when he refuses to join an unofficial walkout at the plant.

The walkout, called by Bernard Lee, as the spokesman for the workers, is really engineered behind the scenes by a sinister character played by Alfred Burke, whose motives, while not made entirely clear, seem to be as a troublemaking representative of a rival firm. When the men return to work as management accedes to their demands, Attenborough suffers through his ostracization as best he can. Even Michael Craig, his boarder and friend, falls in with the workers and maintains a silence both at work and at home.

The press and television play up the predicament of Attenborough and his family, and in so doing reveal that the workers really don't know why they had been striking, or why they decided to impose the silent treatment upon Attenborough. The latter's reasons for not following the herd are twofold: he doesn't believe in the strike which is unofficial, and he also reacted to the thinly veiled threats of Lee.

When Attenborough is attacked one night and loses an eye, his friend Craig tracks down the culprit and in a speech before the workers at the plant points out the injustice of their actions. The men react with silence, this time in shame instead of anger.

THE ACTING CHORES in this production are of outstanding caliber in every instance. All roles have been exceptionally well cast and well-acted. Attenborough's outburst in the plant commissary telling his co-workers that he can take their silence, but to "leave his family alone" (his boy had been tarred by some older boys at school) is a compelling scene. Miss Angeli also contributes a top drawer performance as Attenborough's Italian-born wife who, despite her fears for their future and the children, backs up her husband all the way.

Other performances worthy of special note are those of Craig as the confused friend, Brian Bedford as the attacker of Attenborough, and Geoffrey Keen, as the works manager of the plant, who is sympathetic to the workers, but suspects the reasons for Lee's calling the strike.

There is some gutter slang delivered in the picture, particularly in an episode when Attenborough refers to his wife's pregnancy. It is delivered so rapidly and with the British accent, however, that it most likely will be missed by most audiences.

While the picture gets across its point of the unreasonable cruelty of mob-like actions, the ending seems unsatisfactorily resolved insofar as moral values are concerned. The men don't end the wildcat strike, or withdraw their imposed silence upon Attenborough because of a realization of the "wrong" committed, but only because they have gone too far in seriously injuring him to "teach him a lesson."
Running time, 95 minutes. Release, in January.

SIDNEY RECHETNIK

Gregory Ratoff Dead

Gregory Ratoff, actor, writer, producer, director, died yesterday at the age of 63 in the Moeschlin clinic, Solothurn, Switzerland, where he had been under treatment for a blood disease. Born and educated in Russia, he went to Hollywood following successful association with the Broadway stage.

'Blackhawk' Acquired

HOLLYWOOD, Dec. 14. — Following the announcement of the Film Group's new policy of a larger budget for 1961, president Roger Corman today revealed that his company has acquired "Captain Blackhawk," CinemaScope - Technicolor adventure spectacle for distribution in the United States.

TENT TALK

Variety Club News

LAS VEGAS — The Variety Club of Las Vegas has received a special grant of $50,000 from the Damon Runyon Fund, which will be used for the purchase of medical equipment for the club's new wing at the Sunrise Hospital. The first installment was made by John Teeter, executive director of the Runyon Fund at a special luncheon in Las Vegas attended by 125 Variety Club members and local officials. The new wing of the Sunrise Hospital is a free pediatrics center for children, and will be designated the Variety Club Tent —Damon Runyon Memorial Fund Wing.

Hartford Case

(*Continued from page* 1)

the parties to the case to file additional briefs within 10 days from time its order is formally issued. It is assumed that all parties will do

The FCC, in another action, denied the Connecticut committee's motion to correct a statement made in the record by Charles H. Tower, vice president for television of the National Association of Broadcasters. Commissioner Hyde did not participate in this action. The issue concerned Tower's response to a question by Chairman Ford dealing with the possible impact of a pay-tv station on free tv in Hartford.

King Gives Text

Commissioner Charles H. King told MOTION PICTURE DAILY that his statement in the matter of allowing additional oral argument reads as follows:

"In a matter as important as pay tv to the theatre and broadcasting industries and perhaps to the way of life of the American people, I believe the commission should give the parties to this proceeding every opportunity possible to support their respective positions. The odds are that there is nothing more that the can say which they have not already said, but on the odd chance that there is, I am willing to listen. I would not, however, permit the arguments to cover the subject of pay television generally, but would restrict them to the merits of the particular application involved in the proceeding."

Dallas WOMPI's Shows For Handicapped Youn

Special to THE DAILY

DALLAS, Dec. 14.—The Dallas WOMPI's second Christmas theatre party for handicapped and underprivileged children will be held Saturday morning at the Esquire Theatre here. The children will see "The Three Worlds of Gulliver."

Last Saturday the WOMPI's young guests saw "Swiss Family Robinson" at the Esquire.

0 Performances for partacus' at DeMille

'Spartacus," now playing at the Mille Theatre here, will reach its 0th performance tonight. Now in 11th week, the film opened at the Mille on Oct. 6. It has played to ar-capacity audiences since then. The Universal picture continues at DeMille indefinitely on its re-ved seat basis.

Nizer Honored

(*Continued from page* 1)

tement to the dinner, asserted that he fight for better health protects d enriches our nation. A sick child nnot understand democracy, much ss stand up and defend it."

Governor Abraham Ribicoff of onnecticut pointed to the Children's sthma Institute for Research as an ample of what can be done on a obal basis.

"Man has now reached a stage in s development," he said, "where has at his command resources hich can end illness, illiteracy, and overty not only in the United States t throughout the world."

Max E. Youngstein, a founder of e Institute, vice-president of United rtists, and honorary chairman of the inner, pointed out that the motion icture industry has long been aware f the fact that "when people laugh gether, or cry together, they have id the foundation of living together peace."

Institute Is Unique

The Children's Asthma Institute or Research and Hospital at Denver the only wholly philanthropic edical center in the United States evoted solely to research in asthma nd allied allergic diseases. It also enders multi-discipline clinical treatent to the nation's worst cases of sthmatic children.

Three million children suffer from sthma in the United States, in addition to 4,000,000 adults.

Arthur B. Lorber, president of the nstitute, presented the Institute's oey Award to Nizer and pointed ut that "the fact that children are ccepted by the Institute without reard to race, creed, or color laid the roundwork for the development of he health for peace concept."

"Our children," Lorber added, learn how to live together by getting well together."

In response to a testimonial address by commentator and author Quentin Reynolds, Nizer stressed the necessity for closing the gap between scientific achievement and concern for the individual. He added, "helping one child to breathe by supporting the Children's Asthma Institute is a real contribution to humanity."

Other speakers included Commissioner of Correction Anna M. Kross, who presented a citation to Nizer from Mayor Robert F. Wagner on behalf of the City of New York; Dr. Samuel C. Bukantz, A.I.R.'s Direetor of Medicine and Research, who reviewed the Institute's research and treatment program. Former presidential advisor Maxwell M. Rabb was chairman of the dinner committee.

The theme of "Health for Peace" was the subject of a dramatization written by Milton Robertson, narrated by Mike Wallace, and performed by Walter Abel, Arnold Moss, Eli Wallach, and Will Holt, balladeer.

Among the sponsors of the dinner were Walter Beck, Robert S. Benjamin, Jack Benny, Harry Brandt, Dr. Ralph Bunche, Sammy Davis, Jr., Ned E. Depinet, Simon H. Fabian, Henry Ginsberg, Monroe W. Greenthal, Earle W. Hammons, William J. Heineman, Bob Hope, Fannie Hurst, Sen. Jacob K. Javits, Eric Johnston, Sen. Kenneth B. Keating, Sen. Estes Kefauver, George Killion, Arthur B. Krim, Herbert H. Lehman, Leon Leonidoff, Roger H. Lewis, Louis R. Lurie, Arthur L. Mayer, Seymour M. Peyser, Arnold M. Picker, Eugene Picker, Jerome Pickman, Seymour Poe.

Also Martin Quigley, Herman Robbins, Mrs. Eleanor Roosevelt, Dr. Howard Rusk, Adolph Schimel, M. Lincoln Schuster, A. W. Schwalberg, Silas F. Seadler, Mendel Silberberg, Frank Sinatra, Edward Small, George E. Sokolsky, Adlai Stevenson, Joseph R. Vogel, Mayor Robert F. Wagner, Jerry Wald, David E. Weshner, William Wyler, and Adolph Zukor.

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AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

PREXY Robert E. Kintner has announced that McCann-Erickson will be the agency handling all NBC advertising effective March 15, 1960. Emerson Foote, President of McC-E, will be in charge of the account. . . . Theodore ("Sound of Music") Bikel will appear in five "Directions -61" telecasts next month over ABC. Program explains different religious faiths and will be seen Sundays at 1 P.M. . . . Music director Don Nelson of station WQUA, Moline, Ill., doing quite a job bringing "quint City" listeners music variations with which none can WQUArrel. . . . Vision Associates, Inc. tossing a cocktailer Friday to celebrate its first anniversary. (And according to Lee Bobker, one of the "Vision"aries, a very successful year.) . . . Ace Newcaster Jonathon Kirby, has resigned from KSON (San Diego) and will head back East. As Bill Sharpe, the smooth-voiced, talented news reporter made an enviable rep as broadcasting headliner at WJR, Providence, R.I. . . . Cinemactress Gloria Grahame, an "Oscar" winner, will make her tv debut when she co-stars with Dick Shawn in a comedy presentation, "Don't Let It Throw You," CBSunday, Jan. 1 (9:00-9:30 P.M.) on the "G.E. Theatre." . . The preem tomorrow night of Otto Preminger's "Exodus," at the Stanley-Warner Theatre on Broadway will benefit by a full-scale coverage by WNTA and WNTA-TV, femceed by Jinx Falkenburg and featuring interviews of the film's stars by Mike Wallace (recorded during filming in Israel.) . . . Keith Larsen, advised by his medico to temporarily shelve play-acting, will be succeeded by Ron Ely, as "Mike Madison" in the Ziv-UA production, "Aquanauts," CBSeen Wednesnites (7:30-8:30 PM.) . . . The Irving Faskows (he's the well-liked and popular CBS record librarian), became parents of their second son, Keith, earlier this week.

☆ ☆ ☆

A new TVariety series, "The Irving Caesar Show," starring the double AASCAP lyricist as host and featuring interviews with guests selected from all walks of life, will make its debut Sat., Dec. 25 (1-1:30 P.M.) over WNTA (Channel 13—N.Y.). Caesar will also delight moppets with his "Songs of Safety" which was a popular feature on the "Rudy Vallee" radio series years ago. . . . Bud Collyer, a 25-year show-biz vet, (rounding out his 19th year on "Beat The Clock") will emcee a new Goodson-Todman quizzer, "Number, Please" which ABCommences Mon., Jan. 30. . . . Author Robert (Anatomy of a Murder) Travers' second book, "Small Town D.A." will be adapted for tv by Ziv-UA with ABC optioning the series for the 1960-61 season. Nation-wide search for the man to play the "D.A." will start soon. . . . Elisa Loti, Ecuadorian actress who speaks five languages fluently, and whose artistry last season in the off-Broadway play, "Come Share My House" earned her 3 citations, has been signed as a regular on the dramatic "From These Roots," seen daily (3:30-4:00 P.M.) TVia NBC.



Irving Caesar

Financing Set for Television Festival

Initial financing for the first International Television Festival, to be sponsored by the National Academy of Television Arts and Sciences, has been acquired from the tv networks and a festival executive director appointed, it is announced by Tex McCrary, chairman of the festival committee.

Planned as an annual event, the first festival will be held in New York City and Washington in the fall of 1961 and will salute "Greater World Understanding Through International Television." The second festival will be held in Los Angeles in 1962, the location of the third is not yet set, and it will return to New York in 1964 to coincide with the World's Fair

Financed by Networks

Initial financing for the event has been contributed by the three television networks. The American Broadcasting Company, the Columbia Broadcasting System, and the National Broadcasting Company have each given $25,000.

Henry S. White, treasurer of the festival, stated "Following the contributions from the three networks, all other organizations associated with the television industry will be offered an opportunity to participate in the launching of this most significant and important project."

John Walsh has been appointed executive director of the festival. Walsh has been coordinator of special programs for the CBS Television Network for several years.

Prior to this post in the CBS programming department, he was manager of special projects in the network's press information department. Walsh's function will be to coordinate the plans for the week-long festival which is to include international program competitions, seminars, technological displays and demonstrations of broadcast techniques.

Society Cites Stanton

Frank Stanton, president of the Columbia Broadcasting System, was named a Fellow of Sigma Delta Chi, the highest tribute bestowed by the professional journalism society, during the 51st National Convention of Sigma Delta Chi held in New York City. Dr. Stanton is the first broadcasting executive to be so honored since the inception of the Fellows in 1948. The award is made only to those who, in the judgment of Sigma Delta Chi, have made outstanding contributions in the field of journalism.

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The Wizard Will Cast A Spell At Your Theatre!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 115 NEW YORK, U.S.A., FRIDAY, DECEMBER 16, 1960 TEN CENTS

EDITORIAL

Orderly Release

By Sherwin Kane

THERE ARE important exhibitors in all parts of the country, other than American Broadcasting-Paramount Theatres' affiliates, who believe sufficiently in AB-PT vice-president Edward L. Hyman's five-year-old campaign to encourage an orderly release of quality films throughout the year to cooperate with and participate in all of its phases.

Perhaps chief among those phases is a carefully planned, efficiently executed promotion campaign for every quality picture released during a so-called "orphan" period when, ordinarily, distributors might be inclined to withhold it for a more promising business period.

These special sales efforts on the part of cooperating exhibitors are designed, of course, to help demonstrate to distributors that they made no mistake in releasing quality pictures in an off-period and to encourage them, by producing substantial grosses, to continue the practice.

•

AB-PT's northern affiliates, who conclude a two-day meeting here today, will make plans for the next business building drive for quality pictures which have been scheduled for release during the "orphan" period April, May and June.

Hyman regards the period as the last remaining one in which there is an obvious dearth of quality releases. Accordingly, his campaign is being concentrated on it, and planning for next spring's business drive has begun already.

•

There are, of course, many prominent theatre operators who do not agree with Hyman that orderly release of quality product prevails in all months of the year with the exception of April, May and June. With these Hyman has no quarrel.

"It is pointless," he observes, "to enter into controversy over progress or the lack of it in our effort to obtain more good films at the times we most need them. That is our sole aim—to encourage the companies to make and to release more good pictures.

"We must remember that distribu-

(*Continued on page 2*)

TELEVISION TODAY—page 5

'Objectionable' Films Would Decrease If Family Type Got Better Support

Special to THE DAILY

ALBANY, N.Y., Dec. 15—The number of "B"-rated pictures would decrease, if heavier patronage were given to good, family-type releases.

This is the comment some exhibitors hereabouts voice to the recent statement by the Catholic Bishops Committee for Motion Pictures, Radio and Television, in which they cited an increase in Hollywood-made "B" films and to the follow-up pastoral letter by Bishop William A. Scully, of Albany.

Bishop Scully, ex-chairman of the Bishops National Committee, called on the faithful to "avoid all pictures rated 'B', 'C' or those placed in a special category." He stressed that "young and old" should avoid such releases.

The exhibitors in question deplore the failure of "clean, wholesome films" to draw better during 1960. They cite a number which "did not attract the business expected."

"Support these 'good' pictures stronger, and the 'B's' will shrink," the exhibitors declare.

They add: "We would prefer to show the 'A's,' but the public must support them more *generously* — if

(*Continued on page 4*)

Large Audience Sees Bow of 'Exodus' Here

With a tv and radio audience of close to 3,000,000 tuned in to the premiere festivities, Otto Preminger's "Exodus" bowed in last night at the Warner Theatre before an assemblage of 1,500 international celebrities. Thousands of additional fans crowded the Times Square area to get a glimpse of the stars, diplomats, soci-

(*Continued on page 6*)

Warners Invites Tenders For 300,000 Shares

Warner Bros. directors yesterday authorized purchase of up to 300,000 shares of the company's stock tendered at prices not in excess of $55 per share.

The company reserves the right to purchase a greater number of shares at the lowest prices tendered. The offer is good till Jan. 30, 1961.

Two Ad-Pub Groups Set To Work with SPG, TOA

The advertising-publicity directors committee of the Motion Picture Ass'n. will have a West Coast as well as an eastern sub-committee to work with the Screen Producers Guild and Theatre Owners of America on mutual problems of advertising.

Martin Davis, chairman of the ad-pub committee, made the appointments at a meeting here yesterday. Davis himself will serve on the eastern group along with Charles Levy and Richard Lederer. Representatives in Hollywood will be David Lipton and Howard Strickling.

Necessity for two MPAA commit-

(*Continued on page 2*)

FCC Commissioners Give Views on Proposed Changes in Transfer Rules

From THE DAILY Bureau

WASHINGTON, Dec. 15.—The separate statements of Federal Communications Commissioners Rosel Hyde and Robert Bartley concerning the proposed change in FCC rules to require a hearing when stations change hands after less than three years of operation by one firm have been made available.

Commissioner Hyde says he is in full accord with FCC's concern over frequent transfers of large numbers of stations, but he adds that he "would not resort to the remedial procedure here adopted because, in apparent conflict with the intent of the Communications Act, it invokes an artificial and arbitrary time measurement for determining whether the public interest would be served by the sale of a permit or license held for a period of less than three years, and because it may have the detrimental effect of discouraging

(*Continued on page 5*)

At Rank Luncheon

Davis Urges Exhibitors Get Into Pay-TV

Challenges Stand of CEA; Says Policy 'Head-in-Sand'

By WILLIAM PAY

LONDON, Dec. 15. — Exhibitors in Great Britain were urged today to get into pay-television as a "natural development of the entertainment business" in a speech by John Davis, managing director of the Rank Organization. He spoke at a showmanship luncheon in honor of Rank "champion" theatre managers.



John Davis

The Davis speech revealed a sharp divergence of

(*Continued on page 4*)

Allied to Name Kirsch Successor Next Month

Special to THE DAILY

MILWAUKEE, Dec. 15.—A combined special and mid-winter meeting of the Allied States board of directors is expected to be called by Ben Marcus, board chairman, for next month to name a new president of Allied to replace Jack Kirsch, who has resigned the post because of illness.

Kirsch, who has been hospitalized

(*Continued on page 6*)

New Labor Secretary Is Minimum-Pay Zealot

From THE DAILY Bureau

WASHINGTON, Dec. 15. — Arthur Goldberg, general counsel of the Steel Workers Union and special counsel to the AFL-CIO who has been designated as the new Secretary of Labor by President-elect John Ken-

(*Continued on page 4*)

PERSONAL MENTION

DAVID A. LIPTON, Universal Pictures vice-president, will return to Hollywood today from New York.

•

MAURICE BERGMAN, promotion coordinator for the Academy Awards presentation, has returned to New York following conferences in Hollywood.

•

JAMES R. VELDE, United Artists vice-president in charge of domestic sales, and D. J. EDELE, the company's new Southern division manager, are in Dallas from New York.

•

FRANK MANTZKE, president and general manager of Northwest Theatre Corp., and president of Northwest Allied Theatres, has left Minneapolis for a vacation in California because of ill health.

•

WILLIAM GOETZ, producer of the forthcoming "Cry for Happy" for Columbia Pictures, has arrived in New York from Hollywood.

•

PAUL GRAETZ, president and general manager of Trans-Continental Films, Paris, will leave New York aboard the "Queen Elizabeth" today for Europe.

•

ARTHUR LUBIN, director of Joseph E. Levine's "Thief of Bagdad," has returned to New York from Rome following completion of photography on the picture.

•

ROBERT ADLER, sales representative for Allied Artists in Albany, N. Y., will leave there tomorrow with MRS. ADLER and their daughter for Miami.

•

GEORGE SIDNEY, producer of "Pepe," will arrive in New York today with MRS. SIDNEY from the Coast.

•

RALPH MOYER, Universal field representative, was in Albany, N. Y., this week from New Haven.

NEW YORK THEATRES

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"THE SUNDOWNERS"
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and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

COMPO Dues Collection Picks Up in Cleveland

Special to THE DAILY

CLEVELAND, O., Dec. 15—Happier reports came from the second meeting on collection of COMPO dues in this area yesterday than after the first one of a couple of weeks ago. Practically all exhibitors are cooperating now and a large majority are already in on collections.

Only one circuit not yet heard from. Final reports will not be made until after the first of the year . . . and after chairman Ray Schmertz has returned from a Florida vacation.

Ad-Pub Units

(*Continued from page 1*)

tees is due to the fact that SPG often finds it difficult to send one of its members to New York for meetings. By having MPA members available on the West Coast the continuity of cooperation will be assured, it was pointed out.

One of the first problems to be tackled by the joint MPAA, TOA, and SPG groups will be that of over-long billings in industry ads. SPG has indicated it will take the lead in this area, seeking to reduce the amount of credits in ads which use up space that might better be devoted to stronger selling points.

Levy Report Heard

The ad-pub committee also heard a report yesterday from Levy on efforts being made to obtain better treatment in newspapers for film news and to end discrimination in advertising rates. The full committee approved a brochure that had been prepared to be widely circulated to the press. It contains the "positive phases" of newspaper support with quotes from various leading publishers on the importance of the quality of good amusement pages; their reasons for abolishing premium rates on amusement ads, etc.

In other business the committee heard a report from Mrs. Margaret Twyman, director of community relations for MPAA, on developments in that area. She said that her department in the last six months had received fewer direct complaints about film advertising. She termed this a "promising sign" in view of upcoming legislative sessions at which censorship of the industry might be considered.

Tells Plan for Councils Meet

Mrs. Twyman also discussed major company plans to participate in the annual meeting of the Federation of Motion Picture Councils scheduled for next March.

EDITORIAL

(*Continued from page 1*)

tors have their problems, too. Feuding with them will not solve ours and can only add to theirs. I don't see how theatres will be helped if, due to exhibitor antagonism, we were to have, say, only six companies on which to depend for product a year from now."

There are many who agree that Hyman's patience and persistence are paying genuine dividends to the nation's theatres and, as well, to distributors whose sincerity matches his.

Deal for Portugal 'El Cid' Release Set

Special to THE DAILY

MADRID, Dec. 15.—An exclusive releasing agreement with Astoria Filmes of Portugal, by Samuel Bronston Productions, Inc., brings to a total of six the country-by-country deals for the release of Bronston's "El Cid." Vice-president Jaime Prades of the Bronston company signed the deal with Astoria during the absence of Samuel Bronston, who is now in the United States completing deals with Japan and other key Pacific areas.

Allied Artists will distribute "El Cid" in the western hemisphere. Last week, Rank Distribution Corp. was set to release the picture in the United Kingdom. Dear Films will handle the film in Italy. Other regional releases will be by Melior in Belgium, Filmayer in Spain and Astoria in Portugal.

Special 'Spartacus' Field Men, Group Salesmen

To provide continuing local promotional support for the six current roadshow engagements and the 12 Christmas openings of "Spartacus," Universal - International has special field exploitation representatives and group salesmen assigned to all of these engagements, it was reported yesterday by Jeff Livingston, Universal's executive coordinator of sales and advertising, who is supervising the promotional activities of "Spartacus."

The policy, Livingston reported, is to assign both the field exploitation representative and the group salesmen to the specific roadshow engagement six to eight weeks in advance of opening and to continue both representatives well into the run of the picture.

John B. Tucker Dead

Funeral services for John B. Tucker, 50, for many years manager of Rapf & Ruden's Cort Theatre, Somerville, N. J., will be held at 2 P.M. tomorrow at the Cusick Funeral Parlor, Somerville. Tucker died last Tuesday following a brief illness.

Baptists Take Action On 'Vulgar' Films

Special to THE DAILY

GREENVILLE, S.C. Dec. 15—T
Rev. Carlton M. Robinson, pastor
the Poinsett Baptist Church, denou
ing "vulgar and vicious motion p
tures," wants his fellow pastors to
peal to the City Council, the Gre
ville County legislative delegation a
the public to do something about
films.

This week Rev. Robinson asked
Greenville Baptist Pastors' Confere
to appoint a committee to look i
the motion picture situation. The
ministers meeting Monday morning
Central Baptist Church here voted
the committee.

Rev. Robinson asserted that "
motion picture industry's self-polici
organization has become ineffecti
and that "more and more low-t
films are flooding the market."

Minneapolis Exhibitor Seeks Pictures Abroad

Special to THE DAILY

MINNEAPOLIS, Dec. 15—Harc
Field, owner of the St. Louis Park a
Uptown Theatres in Minneapolis
well as a chain of theatres in small
Iowa towns, has returned from a tw
month scouting trip in Europe. He
particularly interested in finding fil
of interest to Iowa audiences.

"We get most of the great forei
films, the art films, that are success
in the big cities. If they're successf
in Paris and Rome and New York, th
they do all right in Minneapolis," Fie
said, explaining that this is not so
Iowa.

Cites Changing Business Picture

Field said his trip was necessary b
cause of the change in the Americ
film business. When Hollywood w
making 800 pictures a year, he sai
there were films from which to choo
but the present policy of fewer pi
tures with bigger budgets isn't worl
ing out.

"You just have to keep making pi
tures and trust that some of them w
be hits. If Hollywood isn't doing
the French and the Italians and t
Germans are, and we're going to ha
to make better use of their films."

'North' Past $2 Millio

"North to Alaska" has grossed mo
than $2,000,000 with receipts steadi
climbing toward an eclipse of t
high marks set in the recent past
"Journey to the Center of the Earth
"Sink the Bismarck," "The You
Lions," and many 20th-Fox films,
is reported. The picture has also co
piled the largest holdover week re
ord of any Fox production this pa
year.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feck
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau
Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio
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Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea
as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

BROADWAY GLITTERS FOR "EXODUS" WORLD BOW

1,500 See Preminger Film in Gala New York Premiere



Crowds line Broadway outside the Warner Theatre for a look at the exciting parade of celebrities attending the world premiere of Otto Preminger's "Exodus." The event, covered live by WNTA-TV and radio, was seen and heard by a vast audience in three separate programs.

SOME 1,500 distinguished guests hailed Otto Preminger's production of "Exodus" last night at its world premiere at New York's Warner Theatre. The glittering event, one of the brightest Broadway film openings in a decade, climaxed an "Exodus" success story spanning several years. The Otto Preminger film, based on one of the most popular novels in modern fiction, had become one of the most eagerly anticipated productions in motion picture history. The premiere was covered live from the theatre by WNTA-TV and radio, which devoted an hour on radio and an hour on television to the event. "Exodus" was produced and directed by Preminger in Technicolor and Super Panavision 70 widescreen, with Todd-AO six-channel stereophonic sound. United Artists is distributing "Exodus."



roducer-director Otto Preminger and Mrs. Preminger are shown on their way into the Warner Theatre with Jill Haworth and Sal Mineo, both of whom star in "Exodus."



Adlai E. Stevenson (center), new U. S. Ambassador to the UN, chats with Robert S. Benjamin (left), chairman of the board of United Artists, and Arthur B. Krim, U.A. president.



David Opatoshu, who stars in "Exodus," and his wife, pause in the lobby of the Warner Theatre.



Peter Lawford (right), another "Exodus" star, welcomes Leonard Bernstein, one of the world's great conductors, and Mrs. Bernstein.



Milton Berle, accompanied by his wife, is another of the entertainment notables on hand to see "Exodus."

(*Advt.*)

Jan. 'Esquire' Recounts The Joe Levine Story

Joseph E. Levine, Embassy Pictures president, is the subject of a three-page article by Gay Talese, with full page color illustration, in the January issue of Esquire.

The article emphasizes Levine's showmanship and his ability to sense popular film ingredients.

"Levine has never lost his Midas touch with the masses," it remarks. "Mr. Levine is the masses. What he likes, millions of people like."

Davis Urges

(*Continued from page* 1)

opinion between him and exhibitor leaders. Earlier this month the Cinematograph Exhibitors Ass'n. expressed the "unqualified opposition" of exhibitors to toll-tv in a report of its views on the subject requested by the government's Pilkington committee.

Davis today called the exhibitor stand a "head-in-the-sand" policy. "It is no good," he said, "for the industry to say it is going to fight toll-television if the Pilkington committee sanctions it as to the public benefit." He then urged exhibitors to get on the bandwagon.

Sees Policy Paying Off

Turning to other matters, Davis said the Rank Organization is continuing to enjoy prosperity after years of a "digging-in" policy. He pointed to the success of several British pictures in the last six months and said they contributed to the Group's good results.

Last year, he reminded the audience, there were nine British films in the top twelve grossers in the United Kingdom for the year. This year, he added, Rank's "Doctor in Love" is the top-grossing British film.

Davis then reiterated his complaint against excessive violence and brutality in films and deplored the trend toward "three-hour epics." These factors are responsible for driving people—and especially women—from the cinema, he said.

Decries Filmed Sadism

He added that he was not against "X" certificate films as adult entertainment. Horror films can make good melodramas, he observed, but it is the more sadistic type of picture that is keeping the customers away. "Results prove the need for clean, wholesome entertainment," he said.

Objectionable Films

(*Continued from page* 1)

Hollywood is to continue producing them and we are to continue booking them."

How the ticket buyers can be persuaded to patronize in greater force the "unobjectionable" films is the crux of the problem, exhibitors state.

Producers and distributors cite figures detailing the extensive advertising campaigns they conduct, on a national level, for films of sound moral tone. It is conceded these are not as easy to sell as "the sensational."

Whether the local "sell" on "good" pictures always packs enough punch, under present conditions, is a matter of opinion.

REVIEW:

Herod The Great

Allied Artists

HOLLYWOOD, Dec. 15

Edmund Purdom as King Herod and the glamorous Sylvia Lopez as Queen Miriam will capture audience interest with their emotionally involved Biblical roles in this heavily dialogued Italian import. Purdom and Miss Lopez are apparently the only ones in the cast who speak English for this completely dubbed-in-English film.

Others who register importantly in Samuel Schneider's presentation are Alberto Lupo in the role of Aaron, Herod's trusted aide, and his sweetheart, the voluptuous Sandra Milo as Sarah. The film, produced by Gian Paolo Bigazzi for W. Tourjansky, is spectacular in concept with obvious expensive production values invested in lavish settings and colorful costumes, unusually eye-appealing in Eastman color and the wide screen of "Totalscope."

Under Arnaldo Genoino's direction, Herod, King of Judea, is depicted more the jealous husband of a beautiful queen than a man seeking to protect his reign, after his forces are defeated in an alliance with the rebellious Roman general Antonius at the battle of Actium. The screenplay by Damiano Damiani, Federico Zardi, Fernando Cerchio and W. Tourjansky, which was based on a story by Damiani and Tullio Pinelli, has Herod instructing Aaron to guard Miriam while he attempts to find favor from the loyal Roman Octavius in order to continue his reign. He makes Aaron promise to kill his wife if he should die in his purpose with Octavius.

Miriam's mother, despising Herod, arranges to spread the rumor that Herod is dead. Aaron, showing compassion for the queen and her infant son, tells her of Herod's instruction, but decides to run off with her and the boy and protect them until the boy can take over the throne.

Herod returns in time to prevent Miriam's mother from placing Miriam's brother on the throne. He is furious when led to believe Aaron has run off with the queen to nurture his own love for her. He sees to it that Miriam is sentenced by the high court to be stoned to death when he learns of her payment to a guard to help Aaron escape from a torture chamber. The news that a male child born in Bethlehem is being hailed as King drives him mad. He kills another of his sons for having misled him about Miriam, and collapses during a lightning storm which besieges the palace after he has ordered the destruction of all newly-born males in the kingdom.

Running time, 93 minutes. Release in December.

SAMUEL D. BERNS

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope; te, Technirama; vv, VistaVision; rs, Regalscope.

► DECEMBER

AA—HEROD THE GREAT, c: Edmund Purdom, Sylvia Lopez
BV—SWISS FAMILY ROBINSON, c: Dorothy McGuire, John Mills
COL—THE THREE WORLDS OF GULLIVER, c: Kerwin Mathews, Jo Morrow
COL—JAZZ BOAT, cs: Anthony Newley, Anne Aubrey
COL—PLEASE TURN OVER: Ted Ray, Jean Kent
MGM—WHERE THE BOYS ARE, cs, c: George Hamilton, Dolores Hart
MGM—CIMARRON, c, cs: Glenn Ford, Maria Schell
PAR—THE WORLD OF SUSIE WONG, c: William Holden, Nancy Kwan
PAR—CINDERFELLA, c: Jerry Lewis, Judith Anderson
20-FOX—ESTHER AND THE KING, c, cs: Joan Collins, Richard Egan
20-FOX—THE WIZARD OF BAGDAD, c, cs: Dick Shawn, Diane Baker
20-FOX—LEGIONS OF THE NILE, c, cs: Linda Cristal, Ettore Manni
UA—EXODUS, c, Panavision 70: Paul Newman, Eva Marie Saint (special dates)
UA—FACTS OF LIFE: Bob Hope, Lucille Ball
UNI—THE PRIVATE LIVES OF ADAM AND EVE: Mickey Rooney, Mamie van Doren
WB—THE SUNDOWNERS, c: Deborah Kerr, Robert Mitchum

► JANUARY

AA—LOOK IN ANY WINDOW: Paul Anka, Ruth Roman
AIP—PORTRAIT OF A SINNER: Nadja Tiller, Tony Britton
COL—SWORD OF SHERWOOD FOREST, c: Richard Greene, Peter Cushing
COL—THE WACKIEST SHIP IN THE ARMY, c: Jack Lemmon, Ricky Nelson
COL—HAND IN HAND: John Gregson, Dame Sybil Thorndike
MGM—THE VILLAGE OF THE DAMNED: George Sanders, Barbara Shelley
PAR—BLUEPRINT FOR ROBBERY: Jay Barney, J. Pat O'Malley
20-FOX—FLAMING STAR, c, cs: Elvis Presley
20-FOX—THE MARRIAGE GO ROUND, cs, c: Susan Hayward, James Mason
20-FOX—THE LITTLE SHEPHERD OF KINGDOM COME, cs, c: Jimmy Rogers
UA—THE SUMMER OF THE SEVENTEENTH DOLL: Anne Baxter, Ernest Borgnine
UA—FIVE GUNS TO TOMBSTONE: James Brown, John Wilder
UNI—THE GRASS IS GREENER, c: Cary Grant, Deborah Kerr
WB—A FEVER IN THE BLOOD: Efrem Zimbalist, Angie Dickinson

► FEBRUARY

AIP—THE HAND: Derek Bond, Ronald Lee Hunt
AIP—BLACK SUNDAY: Barbara Steele, John Richardson
BV—ONE HUNDRED AND ONE DALMATIONS, c: feature cartoon
COL—A RAISIN IN THE SUN: Sidney Poitier, Claudia McNeil
COL—UNDERWORLD, U.S.A.: Cliff Robertson, Dolores Dorn
MGM—GO NAKED IN THE WORLD, c, cs: Gina Lollobrigida, Anthony Franciosa
MGM—THE COLOSSUS OF RHODES, c: Rory Calhoun, Lea Mossari
MGM—GORGO, c: William Travers, William Sylvester
PAR—THE SAVAGE INNOCENTS, c: Anthony Quinn, Yoko Tani
20-FOX—THE MILLIONAIRESS, cs, c: Sophia Loren, Peter Sellers
20-FOX—SANCTUARY, cs: Lee Remick, Yves Montand
20-FOX—THE CANADIANS, c, cs: Robert Ryan
20-FOX—SNIPER RIDGE, cs:
UA—A MATTER OF CONVICTION: Burt Lancaster, Shelley Winters
UA—WARLORD OF CRETE: Bob Mathias, Rosanna Schiafino
UA—BURMA PATROL: Ron Foster, Miki Taka
UNI—THE GREAT IMPOSTOR: Tony Curtis, Edmond O'Brien
UNI—THE SHAKEDOWN: Terrence Morgan, Hazel Court
WB—GOLD OF THE SEVEN SAINTS, c, cs: Clint Walker, Roger Moore

Fox, Tri-State Service Suit Settled in Phila.

Special to THE DAILY

PHILADELPHIA, Dec. 15 — The suit instituted by 20th Century-Fox against Sanford Gottlieb and his Tri-State Theatre Service in Municipal Court, was settled for an undisclosed amount out of court. The action sought to recover $538 from Gottlieb for unpaid film rentals due from the closed Grand in nearby Bristol, Pa.

It was claimed that the film buying service obligated itself for product bought by signing exhibition contracts for the theatre.

New Secretary

(*Continued from page* 1)

nedy, took an active role last year pressing for the extension of minimu wage coverage and an increase in t pay floor sought by both unions a the President-elect.

Goldberg's designation is thoug certain to arouse some opposition the Senate.

It is generally believed unlike that any concerted effort will h made, however, to defeat the nom nation after it is sent to the Senat by the President.

National Pre-Selling

OTTO PREMINGER's "Exodus" received substantial assistance the editorial pages of "Life's" Dec. issue. Sal Mineo and Jill Haworth, e youthful stars of this U.A. film, ised on Leon Uris' best-seller, ap-ar on the full color front cover.

In this issue are pages of photos ade on location in Israel and filmed the brilliant natural colors of the ar East. These scenes from "Exo-is" have been made into a pic-rial essay appearing on four reads. On the opening one there is dramatic scene from the film—a ip loaded with refugees, in search the "Promised Land," moving into e harbor at Haifa.

"Life" says the film goes beyond e book: to tell a tale in proud pas-on of how well and skillfully Jews id to fight, it adds a hatred of vio-nce, a cry for peace."

•

Walt Disney's "Swiss Family Rob-son" starring James MacArthur, orothy McQuire and Janet Munro as been selected as the picture of e month for December by "Seven-en." The main editorial feature in e issue of this teenagers' magazine based on the Columbia film "Pepe."

•

"Spartacus" has been awarded the pecial Merit Medal for December y "Parents" magazine. This U-I film ars Kirk Douglas, Laurence Olivier id Tony Curtis. These stars appear n an attractive, "on location" photo, the "Family Movie Guide" section "Parents" December issue, adja-ent to the award announcement.

•

"Butterfield 8" starring Elizabeth aylor and "The World of Suzie Vong" starring Nancy Kwan, both eceived laudatory reviews in the Dec. 6 issue of "Look." In the opi-ion of the reviewer the most effec-ive female roles have often been hose of defiant heroines who are bad outside—good inside." These wo stars carry on the bad-girl movie radition with dazzling portrayals of rring women.

•

Striking ads on Paramount's "Cin-lerFella," MGM's "Where The Boys Are," and Columbia's "The Wackiest Ship in the Army" appear in the December issue of "Seventeen."

•

Florence Somers selected "The Sundowners," as "Redbook's" picture of the month for December because n her opinion it is a good-natured tory full of humor. The authenticity of its characterizations, its customs and background give it a universal appeal. In addition to the Australian scenery there are excellent views of kangaroos, koala bears and other wildlife.

WALTER HAAS

'Washington News' Urges Prompt FCC Decision On Pay-TV Trial; Indicates Favoring License

From THE DAILY Bureau

WASHINGTON, Dec. 15.—The "Washington Daily News," a Scripps-Howard paper, has editorially urged the Federal Communications Commission to "come up with its decision promptly" on a pay television trial. The paper notes that the FCC's Broadcast Bureau "makes the plausible point that there is no way of finding out what effect pay television will have on so-called 'free' tv without trying it out," and indicates that it favors the grant of the pay-tv license.

The "Daily News" also says that the "testing ground for any new business is the market. If the customers never get a chance to use it, how will they ever know whether they like it or don't like it?" The editorial observes that RKO General, "which owns a string of tv stations," is "ready to give the idea a showing in Hartford, Conn., if the FCC will agree."

As the paper's editorialist sees it, "the only issue here is whether a new enterprise should have a fair opportunity to offer its wares to the public; whether the enterprise will succeed is beside the point. The public will determine that—and anyone willing to invest the time and money in risking that verdict is entitled to the risk."

Stanton Sees Kennedy On USIA Operations

From THE DAILY Bureau

WASHINGTON, Dec. 15. — The president of the Columbia Broadcasting System, Dr. Frank Stanton, discussed operations, problems, and opportunities of the U.S. Information Agency with President-Elect Kennedy.

Stanton would give no details of the meeting, nor would he comment on whether he and Kennedy had discussed candidates for the job of U.S.I.A. director. He denied that they had talked of CBS commentator Edward R. Murrow or any other CBS employee for the post, but did say they had "talked about what the job required."

No Quick Decision Planned

Kennedy said that "it will be a little while" before he chooses a director for the information agency. Kennedy also noted that while he has no plans to invite the heads of other networks to discuss U.S.I.A., he would be glad to chat with them about this matter if they want to come and see him.

NAB Radio Code Board To Meet in D.C. Jan. 12

From THE DAILY Bureau

WASHINGTON, Dec. 15 — The Radio code board of the National Association of Broadcasters will meet here on Jan. 12 and 13.

The meeting was called by code board chairman Cliff Gill, president and general manager, Station KEZY, Anaheim, Calif.

The board members will review activities since last summer when the name of the document was changed from Standards of Good Practice for Radio Broadcasters to The Radio Code of Good Practices and administration of the code was changed from an honor system to one with enforcement provisions. NAB staff members said any suggestions from radio code subscribers would be welcomed.

FCC Members

(*Continued from page* 1)

capital investments in the very broadcast facilities that most need improvement in the public interest."

Instead, Hyde advocates "a most comprehensive administrative evaluation of all pertinent factors pertaining to each transfer or assignment of a broadcast license, with an additional burden of persuasion resting upon those licensees or permittees who are divesting after short tenure or in other circumstances giving rise to a question of trafficking."

Commissioner Bartley concurred in issuance of this rule because it "looks toward some curbs" on trafficking in licenses. But he would rather have more stringent criteria applied. He notes that in assignment and transfer of a broadcast station, "competition for the facility is precluded by statute." With this advantage, he observes, "the proposed assignee or transferee should also have a greater responsibility than meeting bare minimum qualification requirements."

Bartley favors a rule which "would place upon an assignee or transferee the burden of an affirmative showing with respect to implementation of, or improvement among, the following public interest areas: (A) licensee responsibility, (B) integration of ownership and management, (C) local residence, (D) diversification of control of mass media, (E) fostering competition among broadcast stations (F) participation in community affairs, (G) direct supervision of the station, (H) public service responsibility, (I) and a continuing awareness of and attention to the needs of the area to be served. If the showing is meritorious and the applicant is qualified in all other respects, consent would be granted without a hearing."

Otherwise, the application would be subject to a hearing "to determine, on the basis of the issues still unresolved, whether consent to the transfer or assignment would be consistent with the public interest, convenience and necessity."

Who's Where

Arthur D. Stamler, a former broadcast newsman, station manager, and public relations executive, has joined the public relations staff of the National Association of Broadcasters in Washington, D.C., **John M. Couric,** manager of public relations, announced. Stamler entered radio in 1951 as a program supervisor on WBUR, Boston.

□

Appointment of **Robert M. Fairbanks** as an account executive in the San Francisco office of CBS Television Spot Sales was announced by **Robert H. Perez,** manager of the San Francisco office. Appointment becomes effective immediately. Fairbanks has been a member of the sales staff of KNXT.

□

Bob King, formerly general manager of KSWO-TV, Wichita Falls, Tex., has been named vice-president and general manager of WTVP-TV, Decatur, Ill., owned and operated by the Metropolitan Broadcasting Corp. **King** formerly was in programming and sales management posts at WFAA-TV, Dallas.

□

Robert Justman has been named production liaison executive, and J. Albert Trescony head of casting, for MGM-TV, Hollywood, it has been announced by **Robert Weitman,** vice-president in charge of television production for the studio.

You Are Invited to

A.M.P.A.'s

44TH ANNUAL

CHRISTMAS LUNCHEON PARTY

Tuesday, Dec. 20th
At 12:15 P.M.
Georgian Room
Hotel Piccadilly
227 West 45th St.

For Reservations:

HANS BARNSTYN
PLAZA 3-2434

PEOPLE

Spiro J. Papas, president of the National Association of Concessionaires and executive vice-president of Alliance Amusement Co., Chicago, has been awarded the "Big Wheel" plaque at the annual business seminars of the Roller Skating Foundation in Miami Beach. He was questioned in detail concerning the profit possibilities of concession areas at roller skating rinks.

□

David Supowitz, theatre architect with offices in Philadelphia, has been reelected to a four-year term on the board of the Jewish Family Service of that city.

□

Leo Johns, assistant manager of the Crescent Drive-in Theatre, Danville, Va., has been transferred to Greenville, S. C., as manager of the Paris Theatre in that city.

□

Herbert B. Langner, former partner in the New York law firm of Langner, Parry, Card and Langner, has accepted the post of treasurer of the American Academy of Dramatic Arts.

□

Lee Lockwood, magazine photographer, has been engaged by Joseph E. Levine, president of Embassy Pictures, to photograph special sequences for "The Wonders of Aladdin," now before the cameras in Tunis.

□

Norman Lewis has sold his Girard Theatre, Philadelphia neighborhood house that dates back to the early days of films and vaudeville, to Stanley Warner Theatres, which in turn plans to sell it for non-theatrical use.

□

P. L. Taylor, formerly with the Dixie Theatre, Columbus, Ga., but more recently active in California, has returned to his post at the Columbus house.

Baur Rejoins Universal

HOLLYWOOD, Dec. 15.—Edward Muhl, Universal-International vice-president in charge of production, has announced the appointment of Jack Baur as studio talent executive.

Baur was previously at Universal in similar talent capacity until 1958, when he left to join Walt Disney as casting director. He takes up his new post on Monday.

L.A. Biltmore Sold

LOS ANGELES, Dec. 15. — The Biltmore, legitimate theatre landmark since 1924, has been purchased from Louis Lurie, major stockholder, by David Karno, Joseph Rubin and Joseph Harris as an investment. Operation of theatre will continue under a lease arrangement with the former owners. Purchase price is reported at $600,000.

Technical Achievements Submitted For Academy Award Consideration

Sixteen technical achievements of the past year have been submitted for 33rd Annual Academy Awards consideration, it has been announced by Gordon Sawyer, chairman of the Academy of Motion Picture Arts and Sciences' Scientific or Technical Awards Committee.

Meetings to evaluate the technical advances have been held and demonstrations of the entries have been conducted. A final meeting will be held late this month to determine which of the achievements the committee will recommend for awards recognition to the Academy board of governors.

Pursuant to committee policy, the following list is being publicized to permit those with claims of prior art or with devices similar to those under consideration to call them to the committee's attention:

Instantaneous color-film analyzer, Hazeltine Research Corp.; an automatic shutter for motion picture printing machines, Electronic Systems, Inc.; multiple head reduction printer, Movielab Film Laboratories, Inc.

Instant-Sync, Myer P. Beck; synchronizing device, Joseph Lombardi; editing attachment, Carlos C. Rivas; Ampex high level switching sound system, Ampex Professional Products Co.; Kenyon KS-4 gyro stabilizer, Gordon Enterprises.

Flicker indicating device, Columbia; Panavision Panaflex hand held 65mm camera, Panavision Inc.; Panavision Steinheil Pan-Quinon lenses, Panavision Inc.; Bausch & Lomb Cinephor 703 projection lenses, Bausch & Lomb.

Visual Image Compensator, Vicom, Inc.; miniature flak gun and ammunition, 20th Century-Fox; an automatic developer replenisher system, Consolidated Film Industries; and dual flywheel filtering principle, Magnasync Corp.

Kirsch Successor

(*Continued from page* 1)

periodically during the past several years, is scheduled to undergo major surgery at Michael Reese Hospital, Chicago, where he has been for the past several weeks.

Kirsch agreed to assume the Allied presidency again—he held the post in 1946 and 1947—at the annual meeting of the board in Chicago, Nov. 5, against the advice of his physician and the urging of his wife.

Kirsch also is president of Allied Theatre Owners of Illinois and is that organization's national director. So far as is known, he has not relinquished his Illinois Allied post.

At the Chicago board meeting last month at which Kirsch was elected president of national Allied, plans were made to set up national headquarters in that city under a new executive director. Allied headquarters heretofore have been in Washington, D. C. It is expected that the board meeting next month will proceed with the plans to name an executive director, in addition to designating someone to serve out Kirsch's term as president.

'Exodus' Bow

(*Continued from page* 1)

ety and business leaders arriving at the theatre.

Among those attending were: Adlai Stevenson, newly designated United States Ambassador to the United Nations; the Honorable Joseph P. Kennedy, father of John F. Kennedy, the President-elect; Joey Adams; Jean Pierre Aumont; George Axelrod; Lauren Bacall; Richard Basehart; Harry Belafonte; Leonard Bernstein; Paddy Chayefsky; Nat King Cole; Arlene Francis; Joan Fontaine; Coleen Gray; Burl Ives; Harry Kurnitz; Mrs. Fiorello LaGuardia; Myrna Loy; Joseph Mankiewicz; Lewis Milestone; Kim Novak; Christopher Plummer; George Raft; Lee Remick; Quentin Reynolds; Jerome Robbins, and Billy Rose.

From the production, producer-director Otto Preminger, accompanied by Mrs. Preminger, attended. Also present were the following "Exodus" stars: Peter Lawford, Sal Mineo, David Opatoshu and Jill Haworth.

U.A. Officials Attend

Among the executives of United Artists, distributors of "Exodus," who attended the premiere were: Robert S. Benjamin, chairman of the board; Arthur B. Krim, president; Max E. Youngstein, vice-president, and William J. Heineman, vice-president in charge of distribution.

WNTA-TV and WNTA radio telecast and broadcast the "Exodus" premiere in three separate programs. The first program, beginning at 7:30 P.M., was the live telecast of the stars and celebrities arriving at the theatre and being interviewed by Jinx Falkenburg, who was host for Buick, sponsor of all three programs. This was followed by a one-hour radio program on WNTA and a taped repeat of the 7:30 live tv program at 12:30 A.M.

Garner Pact Is Voided; Gets $1,750 from W.B.

From THE DAILY Bureau

HOLLYWOOD, Dec. 15. — Actor James Garner has won his freedom from a contract with Warner Brothers, but lost his $106,000 suit for damages. The court ruled earlier that Warners breached its contract with the former star of its "Maverick" television series by suspending him last March during the writers' strike.

For One Week's Work

The judge awarded Garner $1,750 for one week's work between the time of suspension and his notice to the studio that the contract was broken, on the grounds that he earned more than $60,000 during the suspension period from personal appearances.

Arkansas Exhibitors Will Hold Convention in May

Special to THE DAILY

LITTLE ROCK, Ark., Dec. 1— The Independent Theatre Owners of Arkansas, a unit of the Theatre Owners of America, will hold its 1— state convention at the Marion H— in Little Rock, Arkansas, Tues— and Wednesday, May 2 and 3, it — announced today by Bruce You— unit president.

Young said the theme of the c— vention will be "Let's Make Sh— Business Our Business." He said t— attendance is also expected from — hibitors in states bordering Arkan—

Eddie Holland, city manager — North Little Rock Theatres, is se— ing as chairman of the publicity co— mittee for the convention.

Big Radio Driv— For 'G. I. Blues

A new plan for radio merchand— ing, in which local stations are e— couraged to prepare campaigns t— lored to their particular situation, h— been conceived by Paramount P— tures in conjunction with Hal Wal— "G.I. Blues." With the assistance — the Radio Advertising Bureau, Par— mount has set special "G.I. Blue— campaigns on more than 200 to— rated stations, keyed to the popula— ity of Presley on the nation's airwave— A special effort has been made — select only stations that have pre— ously demonstrated "strong prom— tion-mindedness."

Local Conditions Considered

A cash budget for purchase — specified numbers of commercial sp— is allocated to each station, with i— structions for their directors to for— a campaign based on their knowled— and understanding of the local ma— ket. The stations are further advise— to work closely with their near— Paramount field representative on d— vising such techniques and gimmic— as contests and tie-ups. Stations a— also urged to submit their own co— for spot announcements, working fro— production data supplied by Par— mount.

Hollywood's Paramoun— Primps for 'Cimarron'

From THE DAILY Bureau

HOLLYWOOD, Dec. 15. — Th— Hollywood Paramount Theatre wi— undergo extensive redecoration, i— cluding installation of a new Walk— high intensity screen, new overhea— marquee with three-dimensional le— ters and new lobby cases and ligh— ing for the roadshow engagement — MGM's "Cimarron," with a Christm— Night opening for stars and Los A— geles civic and society leaders. To— officials of the industry are also e— pected to attend.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 116 NEW YORK, U.S.A., MONDAY, DECEMBER 19, 1960 TEN CENTS

'ery Much Alive'

964 Festival lere Pressed By Skouras

ew Arts Center and N.Y. 'orlds Fair Links Favored

Spyros P. Skouras, president of 20th entury-Fox, has taken the initiative seeking representation for the mo- on picture in the new Lincoln Cen- r for the Performing Arts and in stering the proposal for a first inter- ational film festival with the U. S. dustry's participation there in con- ection with the New York World's air in 1964.

Skouras strongly favors both the lea of such a festival and the new incoln Arts Center as its locale. He gards it as an ideal way in which to gister the motion picture's status s an art form by including the reen's bests, culled from all the orld, in a festival within what is de-

(*Continued on page* 3)

Rosenberg, Balla Named To American-Int'l. Posts

Americo Rosenberg has been ap- pointed American International Pic- ures home office representative in Brazil, it was announced by William G. Reich, vice-president of American International Pictures Export Corp. Rosenberg will make his headquarters in Brazil at the Rio de Janeiro office of Imperial Films, AIP's franchise in that country.

He was formerly with Paramount

(*Continued on page* 3)

'Exodus' Has Premiere In Baltimore Tonight

Special to THE DAILY

BALTIMORE, Dec. 18. — Otto Preminger's "Exodus" was launched in Baltimore with a glittering preview tonight at the Mayfair Theatre. It will have its regular Baltimore premiere tomorrow night.

The special presentation, arranged

(*Continued on page* 3)

TELEVISION TODAY—page 5

Tisch Sees Trend to 600-800-Seat Theatres Topped by Offices or Hotel to Make Them Profitable

Special to THE DAILY

BOSTON, Dec. 18.—A hotel-theatre trend was predicted by Preston R. Tisch, president of Loew's Hotel, Inc. division, and member of the board of Loew's Theatres, during a visit here last week.

"Now that the cathedral-size picture theatre is absolete, the trend is to the 600 to 800-seater, which must be topped by offices or hotel rooms to make it profitable," he said. "Loew's is not only remaining in the theatre business, but has two more theatres in the works in New York," Tisch said. A three-man committee is now making a survey of all Loew's theatre property.

Loew's now operates three hotels, The Americana, Miami; Traymore and Ambassador, Atlantic City, and 98 theatres. Plans call for the building of a hotel in Washington, D.C., and a motel in New York City, in addition to the two hotels now being built in New York by Loew's, the Summit and Americana. Laurence Tisch, Loew's Theatres board chairman, is now in Paris, London and Rome looking to build new hotels abroad.

Putting a theatre and hotel under one roof is the plan of the Tisch brothers, principal stockholders of Loew's Theatres. The Summit will be an 800-room, 21 story hotel, and is now building at two stories a week. The Americana will be a 2,000-room hotel, to be ready in 18 months. The Summit is scheduled for a July opening. Here with Tisch were: Charles Kurtzman, executive in charge of Loew's out-of-town theatres; Jim Shanahan, who will handle hotel publicity for Loew's, and Buzz Sherry, sales director for the new Americana in New York.

General Committee for Johnston Dinner Set

Organization of a general dinner committee to be in charge of the dinner which Compo is sponsoring as a testimonial to Eric Johnston in observance of his completion of 15 years in the motion picture industry was announced over the weekend by Russell V. Downing, chairman of the affair.

Heading the list of those who have accepted appointment to the committee are three members of the Compo governing committee: Ben Marcus,

(*Continued on page* 5)

BFPA to Support 5 Festivals in '61

From THE DAILY Bureau

LONDON, Dec. 18—The British Film Producers Ass'n. will support the 1961 film festivals at Cannes, Berlin, Moscow, San Sebastian and Venice, with its major effort concentrated on Moscow. This, said a BFPA spokesman, is because the U.S.S.R. is still considered an important and untapped market for motion pictures.

As regards Venice, British particip-

(*Continued on page* 3)

Statutes Can't Substitute for an Industry Conscience, Dr. Flick Says

Special to THE DAILY

ALBANY, Dec. 18.—"No system of enforced censorship or statutory licensing can take the place of an industry conscience," Dr. Hugh M. Flick, former director of the State Education Department's motion picture division and present associate commissioner for cultural education, said in commenting on current criticism of some film content.

The motion picture industry's great and pressing need, he remarked, is for strong leadership, whether by one or more persons. This leadership must try to reestablish, or raise, the moral climate of the times, and must strive to raise the general moral standards. In doing so, that leadership would also serve best the long term interests of the industry.

"It is not too much to expect this of the film industry," Flick continued. He pointed out that in both the recent statement by the National Catho-

(*Continued on page* 3)

Opinion Clash

Producers in Britain Back Pay-Television

FBFM Also Asking Quota For British TV Films

By WILLIAM PAY

LONDON, Dec. 18—The inevitable clash of opinion between exhibitors and other sections of the industry on the desirability of toll television in Britain was revealed by the disclosure that producers supported its adoption. Exhibitors have already declared their unqualified opposition "to any extension to the television services."

Following its monthly council meeting the Federation of British Film Makers stated it was making two main recommendations to the

(*Continued on page* 4)

'Pepe' Week Commences Today

"Pepe Week" makes its bow today. The Columbia release will world premiere on Wednesday preceded by a series of special press and industry previews, all at the newly-redecorated Criterion Theatre. On Friday the scene will shift to Miami, where the

(*Continued on page* 2)

Theatre Headquarters For Disaster Relief

A neighborhood played a vital part in Friday's tragic air crash. William Brandt's Carlton theatre on Flatbush Avenue, less than a block from the spot where the giant United Air Lines jet crashed in flames, was turned over to the police and fire departments and the Red Cross for use as a headquarters for disaster operators, including providing shelter for the families made homeless by the fire.

Martin Levine, general manager of the circuit, said the theatre would suspend regular operation for as long as it could be useful to the community.

PERSONAL MENTION

JOSEPH MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, has returned to New York from the Coast.

•

NORMAN W. ELSON, president of Guild Enterprises, left here on Saturday for Europe to view product for his Guild and Embassy theatres here.

•

R. J. "HAP" BARNES, president of ABC Theatrical Enterprises, Atlanta, has left there for a vacation in Florida.

•

LOU RUSOFF, executive producer of "Goliath and the Dragon" for AIP, has returned to Hollywood from New York.

•

MRS. MARTY BLAU gave birth on Friday to a daughter, LAUREN HILARY, at White Plains Hospital. Father is assistant publicity manager at Columbia Pictures.

•

SAMUEL BRONSTON, producer of the forthcoming "King of Kings," for M-G-M, has left New York for Europe.

•

SUSAN STRASBERG, starred in "Taste of Fear," which Columbia will release, has returned to New York from Europe.

•

MRS. LEONARD ALLEN, wife of Paramount Southern exploitation director, has entered Emory Hospital, Atlanta, for treatment.

•

J. M. TUNE, of the Princess Theatre, Shelbyville, Tenn., has returned to his duties following surgery.

•

HECTOR OLIVERA, Argentinian film producer, is in New York from Buenos Aires visiting industry acquaintances.



N.O. 'Grass' Bow To Benefit Center

Special to THE DAILY

NEW ORLEANS, Dec. 18—Universal-International and the Joy Theatre here have taken the initiative to help restore The Gallery Circle Theatre which acted as a civic center in New Orleans and was destroyed by fire several weeks ago. They have scheduled a benefit premiere of "The Grass is Greener" for Dec. 23 for the fund to help restore this famous landmark.

Popular Prices Slated

Tickets for this premiere will be sold at popular prices with the proceeds going to the fund. "The Grass is Greener," starts its regular engagement at the Joy Theatre that day.

Rosenfield's Son Was Aboard Ill-Fated Plane

Jonas Rosenfield, III, 18-year-old student son of the Columbia Pictures vice-president in charge of advertising-publicity, was a passenger aboard the ill-fated United Airlines plane which crashed in Brooklyn on Friday morning.

There was but one survivor of the crash, an 11-year-old boy. As of press time for this issue, young Rosenfield's body had not been recovered. A student at the University of Wisconsin at Madison, he was returning to the family home here to spend the year end holidays.

Cite 'Hand in Hand'

"Hand in Hand," Helen Winston's production for Columbia release, will receive the Family Medal from *Parents' Magazine* in the January issue. The Family Medal is awarded each month to the film most suitable for family viewing. Mrs. Catherine C. Edwards, movie editor of *Parents' Magazine*, will present the award to 29-year-old Miss Winston, the only woman in the industry with her own producing company.

Benjamin an Elector

Robert S. Benjamin, chairman of the board of United Artists, and former New York Governor Herbert Lehman leave here together for Albany today to cast two of New York State's 45 electoral votes in the Presidential election. This is the first time as electors for both men.

Col. Votes Dividend

The board of directors of Columbia Pictures Corp. on Friday declared a stock dividend of 2½ per cent on the common stock and voting trust certificates for common stock, payable Jan. 30, 1961, to stockholders of record Dec. 30.

B&H Will Report Record Sales in '60

Special to THE DAILY

CHICAGO, Dec. 18—Bell & Howell Company will report record sales for 1960, Charles H. Percy, president of the photographic-electronics-business machines firm told the Investment Analysts Society of Chicago at a luncheon meeting here.

"Whether Bell & Howell will exceed its 1959 record net earnings of $4,904,834, or $1.34 per share, will depend," Percy said, "upon retail sales reaching anticipated levels. Though September sales and earnings were the highest of any month in the company's history October and November were disappointing. Christmas buying of photographic equipment has now picked up, after this slow start, and December sales are at levels projected earlier this year. If they hold to these levels, earnings should exceed last year's."

Company Officials Participate

Percy led a management team from Bell & Howell in the appearance before the analysts' group. Participating were William E. Roberts and Peter G. Peterson, executive vice-presidents of Bell & Howell, and Philip S. Fogg, president of Consolidated Electrodynamics Corporation, Bell & Howell subsidiary.

Roberts told the analysts that non-photographic elements of the company's business including electronic instrumentation and business machine equipment which account for almost half of total sales, have continued to show growth in both sales and earnings throughout the year.

"Bell & Howell is slated for an expanding role in the business machines field," Roberts said, noting that "sales of microfilm equipment and inserting and mailing machines have shown exceptional strength in the fourth quarter and promise of even wider sales gains in 1961. Growth in the business machine field will be through new product development within and through acquisitions of complementary equipment lines."

Expanding Overseas

Roberts also said, "The company that is not internationally minded will pass up growing markets and will find itself at great competitive disadvantage. Bell & Howell, which has operated in international markets throughout its 53-year history, is currently expanding its international staff and activities."

Consolidated Electrodynamics will experience "the best year in its history in both sales and earnings in 1960," CEC President Fogg told the society. (CEC does not report separately from Bell & Howell.)

Extra 'Spartacus' Showings Scheduled for Holidays

Special holiday showings of "Spartacus" have been arranged by management of the DeMille Theatre here, during Christmas week. The schedule will include performances every evening and matinees every afternoon during the period of Dec. 24 through Jan. 2.

In addition to the above there will be three extra morning shows on Monday, Tuesday and Wednesday, Dec. 26, 27, 28. The early bird shows will begin at 10 A.M. Prices for these shows will be $1.75, 1.50 and 1.25.

'Pepe' Week

(*Continued from page* 1)

Southern premiere of the picture will open at the Lincoln Theatre.

There will be four screenings of the film today. In New York, there will be both a matinee and an evening performance. On the West Coast tonight "Pepe" will be shown simultaneously at the Stanley Warner Beverly Hills Theatre and at the Screen Directors Guild Theatre.

Tomorrow night a black-tie invitational preview will draw many top names in the motion picture industry, many of them appearing with Cantinflas in "Pepe." Among the celebrities will be "Pepe" producer-director George Sidney, associate producer Jacques Gelman, Cantinflas, Kim Novak, Maurice Chevalier, Bobby Darin, Sammy Davis, Jr., Edward G. Robinson and many others.

Wide Radio Coverage

There will be complete radio coverage from the lobby of the Criterion on Tuesday. Taping the festivities will be NBC-Monitor, Armed Forces Radio the Voice of America and Fred Robbins' syndicated "Hollywood Assignment." Plans are being finalized for television coverage of the event.

The world premiere of "Pepe" will take place at the Criterion on Wednesday for the benefit of the Lilly Motley Cancer Foundation, with proceeds going towards the erection of a new radiation pavilion at NYU-Bellevue Medical Center.

B&H Extra Dividend

CHICAGO, Dec. 18.—A 2½% stock dividend on the common shares was declared by the directors of Bell & Howell Company. The stock dividend is in addition to the regular cash dividends totaling 40 cents per common share this year. It will be payable Jan. 27, 1961, to shareowners of record Jan. 6. Fractional shares will be paid in cash.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

adio D-J's Plan Can-Can' Welcome

Eleven hours of uninterrupted radio verage will herald the debut of Can-Can" at popular prices in the KO Palace and Albee Theatres day id date on Wednesday, as WINS id its three top disc jockeys broadst for an entire day from the lobby the Broadway showcase. Brad hilips from noon to 3, Jack Lacey om 3 to 7 P.M., and Murray Kaufan from 7 till 11 P.M., will salute e 20th Century-Fox production with ntinuous playings of the soundack of the Cole Porter score and inrviews with top personalities dropping by for the event.

The disc jockeys will be seated in glass office in the lobby of the Palce with technicians and thousands f dollars worth of equipment strung rough the theatre and in mobile rucks on the sidewalk. Visitors and heatre patrons will also be interiewed by the d-j's in the course of he 11-hour broadcast.

Skouras for Festival

(*Continued from page* 1)

igned to be the cultural capital of he U. S.

The happy coincidence that the ew Lincoln Arts Center is scheduled or completion and opening simulaneously with the 1964-'65 World's air here would insure the internaional film festival the proper global epresentation and attention, it is ointed out by proponents.

The idea was first broached by Skouras to Arts Center officials almost ne year ago and has been discussed at intervals subsequently, particularly with Robert Dowling of City Investing Co.

Dowling Interested

The current reaction of Dowling and other Center sponsors is described as one of interest, circumscribed to some degree by the absence of provision for facilities within the Center for such a festival, at the present stage of planning, and the apparent lack of motion picture industry stimulus to initiate a fund-raising effort to make the project possible.

However, in connection with the latter, film industry interest in the festival idea appears to be increasing. It was stated on Friday that the proposal still is very much alive and is being worked on continuously.

BFPA to Support

(*Continued from page* 1)

tion, said the spokesman, is subject to their Festival rules being endorsed by the International Federation of Film Producers Association. This follows complaints this year of irregularities at Venice when double the number of Italian films permitted under the rules were entered.

"We will look for evidence that not only are the rules adhered to next year but are interpreted in the proper manner," said the spokesman.

Hammer Productions To Make Minimum of 10 Films During 1961—Most for World Release by Columbia

From THE DAILY Bureau

LONDON, Dec. 18.—Between now and the end of 1961, Hammer Productions will make a minimum of ten films, most of them for world release by Columbia. "The final total," says executive producer Michael Carreras, "will probably be twelve."

"The programme will represent an investment of at least one-and-a-half million pounds and will be a dual policy one," adds Carreras. One 'leg' involves the production of films of a more serious but popular type and the other embraces highly "exploitable" subjects.

"There is still a big international demand for the highly professional kind of macabre films we make—a demand particularly strong in America and the Far East. And we would be pretty poor businessmen if we were to ignore it. We shall make one, or, at the most, two horror films a year," concludes Carreras.

Flick's Plea

(*Continued from page* 1)

lic Bishops Committee for Motion Pictures, Radio and Television, and in an earlier resolution by the Lutheran Laymen's League, the industry was given "great credit in the power to influence for good. Educators do, too," he added.

"If the motion picture industry is one of conscience, one of true responsibility of freedom of thought and expression," he added, "it must be ready to accept the responsibility that goes with this level of freedom."

The true test of such a sense of responsibility is deeds, not words. High sounding statements are meaningless, if they are not backed by concrete evidence that "responsibility is and will be assumed."

Dr. Flick warned that "free speech has limitations."

"If it is to be a matter of cutthroat competition," observed Dr. Flick, "then arbitrary censorship will be the inevitable accompaniment"—just as there are tight controls over the purveyors of "impure foods or shoddy cloth," he said.

Cites 'Competitive' Industry

An historian as well as an educator, Dr. Flick underlined that "Rugged individualism has long been one of the things which Americans come to admire. The motion picture industry is highly competitive; has had its share of 'rugged individualists.'

"It is more difficult for competitors in the motion picture industry to work together than is the case in some other industries," he surmises. However, the "profit motive" can not consistently prevail over the public good if the industry is "to avoid catastrophe and disaster," he observed.

"Clean, family-type motion pictures should continue to be produced, even though some financial losses be sustained," and he is not sure they would be, he said.

He is of the opinion that a film classification bill—much like the Younglove-Duffy act of 1960, which passed the Assembly, but was held in the Senate Rules Committee—will be introduced. It will have "powerful support," he believes.

Two-Day Meeting for Loew's Hotels Staff

A meeting of the sales staff of the newly formed Loew's Hotels, Inc., called by Preston Robert Tisch, president, will be held today and tomorrow at the Hotel Astor here.

In addition to discussions of convention sales and other group bookings for both the Summit and Americana Hotels, by James R. Heimbaugh, vice-president in charge of sales, Ernest Emerling, ad director for both the hotel and theatre companies, and Jim Shanahan, recently - appointed public relations director for Loew's Hotels, will outline plans for promoting the new hotels, and the integration of theatre-hotel selling efforts.

'Glory' Preview Tonight

Stars and performers of the Broadway stage will attend a special actor's midnight showing of Lopert's "Tunes of Glory" tonight, at the Little Carnegie Theatre here. Among those paying tribute to Alec Guinness and John Mills, the co-stars of the film, will be Henry Fonda, Sir Laurence Olivier, Angela Lansbury, Joan Plowright, Mike Nichols, Elaine May, Richard Burton, Anne Bancroft, Lee Tracy, Frank Lovejoy, Mary Martin, Tammy Grimes, Sandra Church, Anthony Quinn, Dick Van Dyke, Elizabeth Seal, Julie Harris, Ethel Merman, Mildred Natwick, Pamela Charles, and Gig Young.

Steinbeck Story Bought

HOLLYWOOD, Dec. 18. — John Steinbeck's forthcoming novel, "The Winter of Our Discontent," has been purchased from galley proofs after the most highly competitive bidding for a major story property in recent years, it was announced by MGM studio head Sol C. Siegel. Scheduled for publication by Viking in June, 1961, the novel has been selected by McCall's Magazine for serialization.

Monroe Corp. Registers

ALBANY Dec. 18—Marilyn Monroe Productions, Inc., a New York corporation, has registered a change of address with the Secretary of State here. Weissberver & Frosch, 120 E. 56th St., were the attorneys filing the certificate.

PEOPLE

Geoffrey H. Botton, manager of machine accounting for General Film Laboratories in Hollywood, has been named a winner in a national contest sponsored by the Allen Hollander Co., label printing firm of New York. **Botton** was honored for his development of an idea that eliminates the manual writing of identification and sealing strips for developed 16mm. films. A booklet describing the system has been prepared by Hollander for processing managers and programmers.

□

Sidney M. Robards, associated for 24 years with RCA and its subsidiary, NBC, most recently as director of RCA press relations, has been named director of public affairs for RCA. In his new post he will have overall responsibility for corporate press relations, editorial and publication services, product news and field relations, and presentations and exhibits.

□

Alan V. Iselin, president of Tri-City Drive-in Theatres, Albany, N. Y., has been named an honorary "Admiral of the Flagship Fleet" by American Airlines.

Rosenberg, Balla

(*Continued from page* 1)

Pictures and Warner Brothers in Latin America and will leave for his new post on Jan. 4.

Reich further stated that Luis Balla has been appointed special home office representative for AIP in Argentina, and will make his headquarters in the Buenos Aires office of Imperial Films, AIP franchise in Argentina. Balla was formerly with several of the major film companies in Argentina and Uruguay. He will leave to assume his new post on Dec. 25.

Richard I. Guardian, AIP supervisor for Latin America, expects to leave for Argentina and Brazil the first part of the year to assist in setting up a close liaison operation with the New York home office and the new Latin American representatives.

'Exodus' in Baltimore

(*Continued from page* 1)

by the "Exodus" Committee for the State of Maryland—chaired by Governor J. Millard Tawes—was attended by international dignitaries and prominent federal, state and local officials.

Among the guests were: Preminger, producer-director of "Exodus"; Peter Lawford, who stars in the film; Governor Tawes; His Excellency W. M. Q. Halm, ambassador of Ghana; Dr. Wilson H. Elkins, president of the University of Maryland; Dr. Otto F. Kraushaar, president of Goucher College; J. Harold Grady, mayor of Baltimore, and His Excellency Mordechai Gazit, minister plenipotentiary of Israel.

SAG Pact Details Mailed to Members

From THE DAILY Bureau

HOLLYWOOD, Dec. 18. — Detailed summary of new Screen Actors Guild commercials contract was mailed today with a letter containing the ballot to all 14,000 members of the guild, in a nation-wide referendum for approval of the agreement with the networks, advertising agencies and producers.

Ballots will be tabulated following the Jan. 16 due date.

MGM Pulling All Stops For 'The Boys' Premiere

Headed by President-elect John F. Kennedy and Mrs. Kennedy, a group of prominent national figures, newspaper correspondents and motion picture stars have been invited to the gala world premiere of Metro-Goldwyn-Mayer's "Where the Boys Are," Dec. 21, at the Gateway Theatre in Fort Lauderdale, Fla.

Together with the Kennedy's, the invitations include Pierre Salinger, press secretary, and key members of the press corps, covering the President-elect in Palm Beach. Among them are Merriman Smith, A. P.; the N.Y. *Times*' William H. Lawrence; the N.Y. *Herald Tribune*'s David Wise; and UPI correspondents Marvin Arrowsmith and Helen Thomas.

Producer and Stars to Attend

Joe Pasternak, producer of "Where the Boys Are," and three of the film's stars, Jim Hutton, Paula Prentiss and Maggie Pierce, who have been on a two-week cross-country tour on behalf of the picture, arrived in New York, over the weekend and were scheduled to leave for Fort Lauderdale yesterday.

Others connected with the film who will be present include Chill Wills, Frank Gorshin and George Wells, who wrote the screen play. They will fly there from Hollywood. Herman Ripps, assistant general sales manager; Lious Formato, Southern division sales manager; Fred Hull, Jacksonville branch manager; Si Seadler, Eastern advertising manager, and field press representatives Jack Foxe and Judson Moses, will also be on hand for the event.

Motorcade Yesterday

The arrival on Sunday noon at the Miami Airport included coverage by Miami, Miami Beach, Fort Lauderdale and Hollywood papers and a full television and radio turnout. The entire group, together with city and exhibitor representatives formed a motorcade to Fort Lauderdale in bannered cars.

At five P.M., a press conference and cocktail party was held for city officials and local press representatives. This will spearhead a series of events to take place during the following three days, leading up to the gala premiere.

REVIEW:

Flaming Star

20th Century-Fox—CinemaScope

"FLAMING STAR," the second Elvis Presley film since his release from the Army, falls more into the category of melodrama than a musical and requires Presley to do more acting than singing, which may be a disappointment to his many teenage fans. But audiences who like frontier action with Indian raids and brutal hand-to-hand fist fights should find the 20th Century-Fox production to their liking.

The screenplay by Clair Huffaker and Nunnally Johnson tells the story of the Burton family, happily settled in ranching on the lonely western plains, until a sudden Indian uprising separates them from their former friends. The father, John McIntire, and one son, Steve Forest, are white; the mother, Dolores Del Rio, is a Kiowa, and the youngest son, Presley, is a half-breed.

The leader of the Indian war, Rudolph Acosta, fears that the white man will eventually steal all the Kiowan land and asks Presley to join the band in the uprising or cause shame to his mother. Presley refuses even though the white community has turned against the Burtons because they believe the mother's Indian blood has influenced the family on the part of the Kiowans.

Presley and Miss Del Rio travel to the Indian camp in hopes of stopping the bloodshed, but find they are no more welcome there than at the white town. While returning to the ranch accompanied by a boyhood friend, the trio is attacked by Douglas Dick, a survivor of an Indian massacre. Miss Del Rio and the young brave are mortally wounded and Presley, in a fit of revenge, joins the Kiowan party after receiving a promise of safety for his father and brother.

A group of renegade Indians, however, murders McIntire and seriously wounds Forest, and Presley, in order to get Forest into town where he can be cared for, distracts the attackers and in an ensuing battle is badly wounded. Presley rides into town the next morning to check on his brother, who will recover as a result of Presley's sacrifice. When his brother tries to care for his wounds, Presley says that it is too late for he has seen the flaming star, the Kiowans' sign that death is near.

Presley, as the half-breed torn between loyalty to his white father's heritage and a deep love for his Indian mother, comes off better than in his earlier dramatic roles and McIntire and Forest give convincing performances in the pioneer tradition. The best news in the "Flaming Star" casting is that it marks the return to the American screen of Miss Del Rio, still an attractive woman and a capable actress.

Director Don Siegel has done well with his supporting players, especially in the complicated action scenes and producer David Weisbart has dressed-up "Flaming Star" with CinemaScope and color by DeLuxe. Running time, 91 minutes. Release, in December.

WILLIAM WERNETH

Skelton, Abed, Views Tape Facilities Debut

From THE DAILY Bureau

HOLLYWOOD, Dec. 18. — Red Skelton was able to observe the inaugural ceremonies for his completed color tape facilities and completely modernized stages at the Skelton Studios by a closed circuit hookup monitored to his bedside at the Cedars of Lebanon Hospital, where he is recuperating from surgery for a ruptured diaphragm.

Charles Luftig, Skelton's associate, hosted a cocktail party and demonstration yesterday featuring innovations in stage lighting, air-conditioning, drapery and background effects on two massive connecting stages, which will enable Skelton's organization to tape the most lavish productions.

Skelton's Red-EO-Tape mobile units were also on display for the gathering.

Pay-TV in U.K.

(*Continued from page* 1)

government's Pilkington Committee which has been set-up to decide the future of sound and tv broadcasting in Britain. They were: the adoption of toll-tv and the introduction of a quota for British tv films.

The British Film Producers Association memorandum on the subject is not to be published but it is understood to be in line with the FBFM's submission. At least two prominent members of the BFPA have already announced plans for participation in toll-tv if and when it is permitted here.

British Lion has a stake in British Telemeter Home Viewing and Ranks have a tie-up with Rediffusion, the leading company here in the wired radio and television field.

But a government decision authorizing toll-tv will await the Pilkington Committee's findings and these are not expected before 1962. In the meantime, the committee is being bombarded with memoranda for and against toll-tv a third tv network and commercial radio, from all sections of the entertainment business and numerous public bodies.

It will take two years to sift the evidence.

TENT TALK

Variety Club News

LONDON—Irving Allen has b elected chief barker of the Vari Club of Great Britain for the y 1961. Jack Goodlatte, who rejoi the crew this year and served as pr erty master, was named first assist. chief barker. Jack Klein, newcom to the crew, will succeed Goodla as property master.

△

ALBANY, N. Y.—The Variety Cl of Albany will hold its annual me ing and elect a new crew tonight the State Street headquarters. T meeting will be preceded by cockt and a buffet. G. Brandon Donah present assistant chief barker and vice-president of the First Trust C is considered a likely choice for ch barker to succeed Jack Olshansk incumbent, who will not be a can date for reelection.

Big Magazine Drive to Launch 'Swiss Family

Walt Disney's "Swiss Family Ro inson," to premiere nationally duri the Christmas holidays, will launched with a big national mag zine publicity campaign. Headlinir the roster of major publications fe turing the $5,000,000 Buena Vis release are *Life*, *Look* and *The Sa urday Evening Post*.

For the first time in the histo of *The Post*, a motion picture loc tion is top featured in an import headline and eight-page story b Pete Martin entitled "Disney Shoo The Works" in the Dec. 10 issu The feature recounts Martin's adve tures on the film's Tobago locatio and spotlights two pages of col photos.

Look will devote three pages t the Panavision-Technicolor attrac tion in its December 20th issue fea turing scenes from the film's uniqu animal race.

An important pictorial story on th film will spotlight behind-the-scene activity encountered in the film's pro duction.

Other major publications carryin important stories on "Swiss Famil Robinson" are *Seventeen*, *Cosmo politan*, *This week* (featuring tw layouts in two separate issues), *Par ents*, *Cosmopolitan*, *This Week* (featuring two layouts in two sep arate issues), *Family Weekly*, *Fam ily Circle*, *Women's Day*, *Jack and Jill* and both the *New York Mirror* and *Sunday News* magazine sections.

EVIEW:

ittle Angel

Gordon Murray

A winner of the Grand Prize and inerva at the Venice Film Festival 1959, "Little Angel" is not so much story told through the medium of otion pictures as it is a series of gnettes from the childhood of a ral Mexican girl recorded by a curi- is camera. This K. Gordon Murray esentation was made at Churubus- -Azteca Studios in Mexico City and, is the case with much product from ir neighbor to the South, it is char- terized by outstanding color pho- graphy accomplished here by abriel Figueroa.

The first episodes of the film intro- ice us to pretty little Maria Gracia id tell of her mild adventures with er playmates and the animals on her andmother's farm where the phaned girl lives. Maria is serenely ppy in her country surroundings id especially with her close relation- ip with her grandmother's shepherd, rge Martines de Hoyos.

All is well until Maria's first day school arrives. She eagerly looks rward to the event until the harsh- ess of her teacher and the mean be- avior of her fellow pupils disappoint er. She prays to the Virgin of Guada- pe that she may be spared the an- uish of going to school and also that er pet cow, unknown by Maria in its st stages of pregnancy, might be ble to give more milk. When she inks her prayers have gone un- nswered, Maria runs away.

Through the efforts of Figueroa nd the local bishop, Maria's faith is estored and her disappointment ases as she realizes that she cannot e granted every whim and the child's evotion to the Virgin and Her Cruci- ed Son grows.

Director Roberto Rodriguez, who lso wrote the original story and creenplay, has captured much of the eeling of the Mexican peasant and sequence in the square of the Basil- ca of St. Mary of Guadalupe which hows pagans dancing in their primi- ive feathered costumes in contrast with the pious churchgoers advancing n their knees is especially effective.

Raul Lavista has scored the picture with charming rural melodies and ich religious chants. Jose Louis elis produced "Little Angel" which s fine family entertainment and hould find a place for itself on the eighborhood double bill. The film as a dubbed English sound track. unning time, 90 minutes. Release in anuary, 1961.

W. W.

Johnston Dinner

(*Continued from page* 1)

epresentative of Allied States Asso- iation; Sam Pinanski, representing Theatre Owners of America; and Abe Montague, representing the Motion Picture Association of America.

Others who have thus far accepted Downing's invitation to serve on the committee are Harry Brandt, presi- lent, Independent Theatre Owners Association; Leslie R. Schwartz, presi- lent, Metropolitan Motion Picture Theatres Association; Albert M. Pickus, president, TOA; Sol A. Schwartz, president, American Congress of Exhibitors; Edward Emanuel, chief barker, Variety Clubs International; Walter Mirisch president, Screen Producers Guild; Herman Kenin, president, American Federation of Musicians; Richard Walsh, president, IATSE; Y. Frank Freeman, chairman of the board, Motion Picture Producers Association.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

SURE was a lucky break for WOR and WOR-TV when among a group of national figures which included Ex-Senator (Conn.) William Benton, Clinton Rossiter of Cornell U., John Gardner of the Carnegie Corp. and John Knox Jessup, moderated by John Wingate, was Dean Rusk. During the program, which incidentally was a joint public service venture by Channel 9 and Time Magazine, the newly-appointed Secretary of State, gave his views on health, welfare, education, religion and other phases of national scene and so the program re-broadcast yesterday, was a "natural." . . . The untimely passing of Agent Johnny Greenhut recalls to mind the fact that Johnny is the man who booked the first array of talent for the "Ed CBSullivan Show" back in 1948. . . . Is Dick Rubin of MCA cooking up a deal with 20th Century-Fox TV to obtain the services of Lewis Freedman, who's been turning in a sensational job as producer of the "Play of the Week" TVia WNTA? . . . Brooke Hayward, actress daughter of the late Margaret Sullavan and Leland Hayward, has been signed to appear opposite Dane Clark in the Wednesday, Jan. 25 presentation over CBS-TV of the drama "The Devil Makes Sunday," on "U.S. Steel Hour." . . . Disk Jockeys will be glad to learn that Shelley Berman will tape his droll routines "Shelley Berman at the Waldorf" for his latest LP. And while we're about this wax jazz, let's impart the info that the wonderful comedy of Smith & Dale is being sought by Jerry Blaine and right after the New Year, you may look for a series of LP's by this great comedy team on the Jubilee Label. . . . Vaughn Monroe is convalescing from surgery at St. Elizabeth's Hospital in Boston. . . . Alan King will revisit the Perry NBComo show Jan. 4 for his 2nd appearance with the ex-tonsoriole and current tonsil-oriole artist. King is also set to fly to England where he'll make with the laughs for a week starting March 12 as a feature on British television.

☆ ☆ ☆

Procter & Gamble has purchased sponsorship of one-half of the presentation of the "Oscars Awards" TVia the ABChannels, April 17, 1961 from 10:30-12:30 P.M. It is estimated that about 75 million people viewed the program last year. . . . Sammy Davis, Jr. will star in Budd Schulberg's prize-fight story, "Memory In White," CBSunday, Jan. 8 on the "General Electric Theatre." . . . Allen Funt has signed George Gobel to appear in an upcoming "Candid Camera" CBSeg, skedded to be filmed early next month. This highly-rated FUNt program can't miss being recognized as one of the best new????? programs to have come along in years. . . . Leonard E. Hammer, who joined United Artists Associated three years ago, has been upped to Eastern Division sales manager by veep Erwin H. Ezzes. . . . Revlon, who signed Bobby Darin to star in a tv CBSpecial next month, trying to get Bobby to line up his bride Sandra Dee for a featured role in the program. . . . How tempus does fugit! a quarter century ago, because Ted Husing was too busy to take on another assignment, CBS gave a newcomer his first sportscasting job—to announce the Vanderbilt Cup Auto Races which, due to a heavy rainfall had to be cancelled but which required the new sportscaster to ad-lib for 50 minutes. Last week, this same sportscaster doing the N. Y. Giants-Washington Redskins telecast, again had to ad-lib for 50 minutes while a snowstorm delayed the game. His name? Mel Allen. . . . For the Mon. Jan. 2 ABCoverage of the "Tournament of Roses Parade," they'll again utilize "Shotgun Mike" which was first used for this nationally known and popular event last year and which proved so successful that it was again utilized in shooting the national presidential convention. . . .

Correction

Jack Y. Brodsky was incorrectly identified as one of the interested persons acting as a trustee in the estate of Herbert J. Elliott, deceased, in a MOTION PICTURE DAILY story pertaining to a suit at law involving the Fern Rock Theatre in Philadelphia. Brodsky has resigned as trustee for the estate because of conflicting interests in the motion picture industry.

Who's Where

Leonard E. Hammer, director of national sales for United Artists Associated, will take over additional responsibilities as Eastern division manager, effective immediately. He has been with UAA since 1957 and has served as station sales coordinator in addition to his current duties as national sales director. Before joining UAA, he was an account executive for WABC-TV, and before that was with MCA-TV here in the same capacity.

□

Arthur Manella, a member of the Hollywood law firm of Irell and Manella, has been elected a member of the board of directors of Desilu Productions, Inc. He has served Desilu during the past eight years as special tax consultant.

□

Joe Charles Friedman, a copywriter in the program promotion and merchandising department of CBS Radio since February, 1959, has been named assistant manager of program promotion and merchandising, effective immediately. He will continue to report to **Arthur L. Hecht,** manager of the department. **Friedman,** an ex-newspaper man, came to CBS Radio after two years as director and producer for WNBC Radio here.

□

Arthur Zeiger, formerly assistant to the president of Broadcast Management, Inc., and before that an attorney with the American Broadcasting Co., has joined MGM-TV as assistant director of business affairs on the East Coast. His duties will include the handling of negotiations with talent, packages and networks.

Predicts $40 Millions Sales for Met. Bdcstg.

Special to THE DAILY

DETROIT, Dec. 18. — Sales of Metropolitan Broadcasting Corp. this year will approximate $40,000,000, John W. Kluge, chairman and president, told the Detroit Society of Security Analysts last week. Two years ago, he said, sales were $14,400,000.

In the same period, gross assets of the company rose from $12,700,000 to $36,900,000 as the company acquired a VHF tv station in California, two UHF stations in Illinois, a radio station in Philadelphia, the World-Wide Broadcasting System, and the Foster & Kleiser outdoor advertising division of W. R. Grace & Co.

Expansion Will Continue

Because of a favorable depreciation situation in Foster & Kleiser, cash flow has grown from $1.58 per share to an indicated $3.50 a share. Kluge termed this an important consideration as regards the further growth of Metropolitan, which intends to continue expanding.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 117 NEW YORK, U.S.A., TUESDAY, DECEMBER 20, 1960 TEN CENTS

Already Underway

Compo Starts New Minimum Pay Campaign

All Exhibitor Groups, MPA Join in Exemption Drive

Compo has already started its campaign for exemption of motion picture theatre employees from the provisions of any wage and hour law that may be adopted at the coming session of Congress, it was asserted yesterday by Charles E. McCarthy, Compo executive vice president.

Exhibitors throughout the country have been contacting their Senators and Representatives since Election Day, McCarthy said.

He emphasized also that all exhibitor organizations and MPAA are participating in the campaign, just as they did in the drive last summer that resulted in the inclusion of exemp-

(*Continued on page 6*)

'Impostor' World Debut In Saturation Series

Universal's "The Great Impostor" will have its world premiere as a territorial saturation series of openings out of the Boston and New Haven film exchanges on Feb. 16 to be followed by Pittsburgh, Florida and Kansas City territorial openings, it was announced by Henry H. "Hi" Martin, Universal vice-president and general sales manager.

A total territorial saturation tele-

(*Continued on page 4*)

A. W. Schwalberg Joins ZRB Productions Here

From THE DAILY Bureau

HOLLYWOOD, Dec. 19.—Alfred W. Schwalberg, former head of the Paramount distribution organization, has joined ZRB Productions as Eastern associate overseeing all distribution phases of the company.

Producer Alfred Zimbalist, who recently completed two features at MGM, and Byron Roberts, production executive, will film Jules

(*Continued on page 4*)

Film Cash Dividends Up to $1,704,000 for Nov.; 11 Months of '60 Total $22,049,000

From THE DAILY Bureau

WASHINGTON, Dec. 19.—Cash dividends paid by motion picture companies issuing public reports totaled $1,704,000 in November, up from the $1,312,000 reported in the same month of last year, and also higher than the $1,353,000 reported by the companies in October, 1960.

For the year's first 11 months, film companies paid dividends of $22,049,000 compared with $20,643,000 in 1959.

In the U.S. economy as a whole, cash dividends of $387.6 million were reported in November, a bit less than the $390.6 million reported in November, 1959. Total October dividends were $921.5 million. For this year's first 11 months, industry dividends totalled $11,118,800, an increase from the $10,587,400 reported last year.

New Titles for Rank Executives

From THE DAILY Bureau

LONDON, Dec. 19—John Davis has been appointed deputy chairman of Circuits Management Association, the Rank division which manages the Group's Odeon and Gaumont theatres. Succeeding him as managing director is Kenneth Winckles, previously assistant managing director.

V. P. Powell has been elected a director and appointed general manager. George Pinches is promoted to booking controller while Richard

(*Continued on page 5*)

Jack Warner Honored By Queen Elizabeth

From THE DAILY Bureau

HOLLYWOOD, Dec. 19.—Jack L. Warner, president of Warner Brothers, has been named Commander of the Order of the British Empire by Her Majesty Queen Elizabeth II, it was announced today by F. H. Gamble, British Consul General in Los Angeles.

One of highest honors bestowed by British Government on nationals and non-citizens, the CBE parchment, signed by Queen Elizabeth and Prince Phillip, and a medal, will be presented Warner in ceremonies now

(*Continued on page 4*)

Legion of Decency, Humane Societies Join Against Film Violence, Brutality

From THE DAILY Bureau

WASHINGTON, Dec. 19.—An agreement for cooperative action against "increasing" violence and brutality in motion pictures and television was reached by the Legion of Decency, the World Federation for Protection of Animals and The Humane Society of the United States, the humane societies announced today. The announcement was made following a meeting in New York City of representatives of all three organizations.

Mel L. Morse, San Rafael, Cal., representative of the World Federation for Protection of Animals which has more than 400 affiliated humane societies in 41 nations, said that the three organizations agreed that "the Motion Picture Code, by which the industry purports to govern itself, has become largely ineffective." The same is true, he said, of the Code of the television industry.

The Legion of Decency conferees were the Very Rev. Msgr. Thomas F. Little, executive secretary of the Legion, and Mrs. James F. Looram, chairman of the motion picture department of the International Federation of Catholic Alumnae. The Humane Society of the United States was represented by Fred Myers, executive director.

Morse recalled a recent statement by the Catholic bishops of America that the motion picture industry is guilty of "hyprocisy and duplicity whereby it self-righteously hides from public censure behind a Code which is largely ineffective and which

(*Continued on page 2*)

In Milwaukee

Allied Meets Jan. 14-15 on New President

Marcus Will Assume Duties Until Successor Is Elected

Special to THE DAILY

MILWAUKEE, Dec. 19.—A special meeting of the Allied States board of directors has been called for Jan. 14 and Jan. 15 at the Schroeder Hotel here by Ben Marcus, chairman, to elect a successor to Jack Kirsch of Chicago, who resigned recently because of ill health.

Marcus, who with Kirsch had been elected to the top national Allied offices only last month at the organization's annual convention in Chicago, said he will assume the president's duties until a successor is elected.

Marcus also announced that the committee charged at the convention with drafting plans for Allied's future

(*Continued on page 4*)

Special Films Seen Attracting Investors

Spectacular productions and their earnings possibilities have centered securities buyers' attention on motion picture stocks in recent months, sending many of them to new highs for the year, *N. Y. Herald-Tribune* financial writer Ben Weberman reported in the Dec. 18 issue.

Special attention was given "Ben-

(*Continued on page 4*)

Storey Circuit Remodels Theatre at Atlanta

Special to THE DAILY

ATLANTA, Dec. 19. — Storey Theatres, Inc., operators of 10 theatres in the Atlanta area, is remodeling the Decatur Theatre here. A new front, lobby and concession stand will be part of the renovation program and new seats will be installed, plus a new screen.

This will be completed about Christmas.

PERSONAL MENTION

AMERICO ABOAF, Universal Pictures vice president and foreign general manager, has returned to New York from a three-week trip to Europe.

•

ROGER H. LEWIS, United Artists vice president in charge of advertising, publicity and exploitation, will be in Dallas from New York tomorrow for the premiere of "Exodus." OTTO PREMINGER, producer, and NAT RUDICH, his representative, also will attend.

•

MARTIN H. POLL, president of Gold Medal Enterprises, left here yesterday for Hollywood.

•

JOSEPH E. LEVINE, president of Embassy Pictures, who is convalescing at his home in Newton, Mass., following minor surgery, will leave there shortly with his family for a vacation in Florida.

•

MRS. RICHARD GRAFF has given birth in Detroit to a daughter, SHELLEY ROBIN. Father is Universal's branch manager there.

•

SIG SHORE who, with JOSEPH HARRIS, is co-presenting Valiant Films' "The Angry Silence," has returned to New York from Hollywood.

•

GERALD PLANO, of "22" Productions, left New York by plane yesterday for the Coast.

O'Brien Readies 'Touch'

HOLLYWOOD, Dec. 19.—Edmond O'Brien, set to do three pictures for Paramount under his own independent banner, Tiger Productions, will confine his activities to producing and directing and seek a top star to handle the acting chores.

The first of O'Brien's films to go before the cameras at Paramount after New Year will be "The Soft Touch," adapted by Edward Watters from a *Cosmopolitan Magazine* novelette.

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Cohen Here for Anglo Amalgamated Distribution Deals for Britain and U.S.

By WILLIAM PAY

LONDON, Dec. 19.—Nat Cohen, managing director of Anglo Amalgamated Film Distributors, left here yesterday for a three-week business trip to America where he will negotiate for the distribution of several Anglo Amalgamated pictures in the U. S.

In an interview with MOTION PICTURE DAILY he said: "Following the recent success of our films in the States our confidence in British pictures in the U.S. can be measured by our biggest-ever line-up of productions. I am convinced that this will be the biggest year ever in the States, not only for Anglo Amalgamated, but also for other British companies specialising in the American field."

While in New York and Hollywood, Cohen will also be completing negotiations for the distribution in Britain of a large batch of American productions and for making of several large-scale co-productions here.

Commenting on current successes in America, he said that the Peter Rogers production "Carry on Nurse" had created an entirely new audience for British comedies. He will have discussions with executives of Governor Films who distribute "Carry on Nurse," in America and hopes to set up plans for the release of "Carry on Constable" early next year.

In addition to the other titles in the "Carry On" series—"Carry on Sergeant" and "Carry on Teacher"—he will also complete plans for the distribution of two further Peter Rogers comedies, "Watch Your Stern" and "No Kidding."

In Hollywood, Cohen will meet James Nicholson and Samuel Arkoff of American International Pictures—whose entire product is distributed by Anglo in this country—with whom he expects to finalize further co-production and distribution deals.

Entertainment Heads to See 'Pepe' Bow Tonight

"Pepe," the George Sidney-Posa International production, will have a star-studded invitational premiere at the Criterion Theatre here tonight, with film industry leaders, entertainment world notables and top representatives of all communications media slated to attend. Following the invitational black-tie premiere there will be the world premiere on Wednesday night, as the Columbia release begins its roadshow engagement at the newly redecorated Criterion.

Among the exhibition leaders attending tonight's preview will be William and Harry Brandt, Eugene Picker, Sol A. Schwartz, Si Fabian, Meyer Schine, Walter Reade, Jr., Russell Downing, John Murphy, Harry Kalmine, Edward Hyman, and Sam Rosen.

Joining producer-director George Sidney and his wife, Lillian Burns, at the preview will be associate producer Jacques Gelman, "Pepe" star Cantinflas, Kim Novak, Maurice Chevalier, Bobby Darin, Sammy Davis, Jr., Edward G. Robinson and Zsa Zsa Gabor of the cast, Joan Crawford and Desi Arnaz.

'CinderFella' Big Here

A smash $16,297 was registered by Jerry Lewis' "CinderFella" in its first three days ending Sunday at the Victoria Theatre here. The stand-out business was recorded despite poor weather conditions and the pre-Chrismas shopping period, Paramount pointed out.

Legion of Decency

(*Continued from page* 1)

is boastfully circumvented on every possible occasion," and said that "humane societies agree that this is an exact description of both the conduct and the attitude of an unconscionable part of both the motion picture and television industries.

Humane societies have been increasingly disturbed for several years, Morse said, "because film makers have been more and more frequently inflicting outright cruelty on animals in the production of films and because they have put more and more apparent cruelty and violence on the screens."

Not all producers are guilty, Morse emphasized, but he said that enforcement of the motion picture and television codes has been breaking down, largely because increasing numbers of independent producers and television stations flout the industry codes, confident that cruelty and violence will produce a profit.

The Humane Society of the United States and affiliated societies of the World Federation for Protection of Animals agreed at the conference with the Legion of Decency to supply the Legion and other film-reviewing organizations with technical facts about cruelty to animals in film production. The Legion of Decency said that it will use the information from the humane societies in rating pictures.

Morse and Myers also conferred this week with Ed Bronson, executive of the Television Code Review Board of the National Association of Broadcasters.

Wometco Holds Benefits For Salvation Army

Special to THE DAILY

MIAMI, Dec. 19.—Wometco Theatres built up a "mountain of canned foods" for the Salvation Army's holiday pantry Saturday by admitting children free to matinees at the Essex, Rosetta, Surf and Tower theatres for a contribution of a can of food.

Teenage Decency Campaign Started

From THE DAILY Bureau

ALBANY, N. Y., Dec. 19—An organization called the Teenagers' Decency Campaign is conducting a fight in Stamford, Conn., against obscenity on four fronts, one of which is motion pictures.

Targets of the drive are: 1) radio and television; 2) motion pictures 3) newspapers and magazines; 4) record covers, greeting cards, literature in general, and pocket-books.

Each of the four fronts has an elected chairman. The battle is waged by letter-writing efforts and by refusal to buy.

Father Francis Fenton, of Sacred Heart Church in Bryam, Conn., is moderator of the decency campaign. The priest has trained the youngsters in public speaking, so that they may accept engagements outlining the campaign's purposes and results. The teenagers also have their own radio program over a Stamford station.

A leading aim of the Teenagers Decency Committee is "to pave the way toward a better world, so that we, as future citizens, and our children, will not grow up in an atmosphere of filth and corruption."

The National Catholic Welfare Conference News Service recently released to members paper a story on the Teenagers' Decency Campaign.

Services Held for Jonas Rosenfield III

Services for Jonas Rosenfield III, 18-year-old son of Jonas Rosenfield, Columbia Pictures vice president, were held yesterday afternoon at the Fairchild Chapel, Manhassett, L. I. The youth was killed in the crash of a jet liner in Brooklyn last Friday while returning to his home from the University of Wisconsin for the holidays.

A Jonas Rosenfield III scholarship fund has been begun in memory of the deceased, in care of John Auerbach, 181 Salem Rd., Roslyn Heights, N. Y.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

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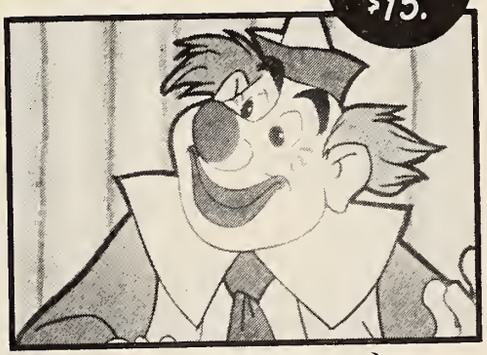
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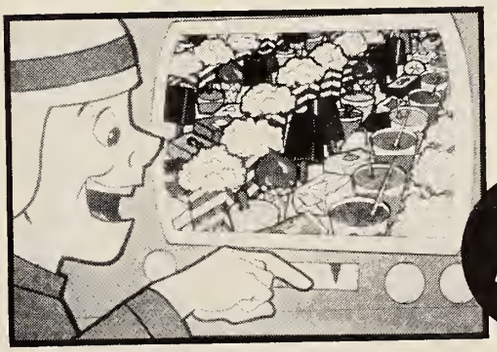




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High Court Rejects Station-Swap Case

From THE DAILY Bureau

WASHINGTON, Dec. 19. — The Supreme Court has declined to hear a complaint by Westinghouse Broadcasting Co. that the sale and swap of radio and television stations contemplated by the National Broadcasting Co. and RKO General would breach an anti-trust consent judgment.

The plan envisaged trading the NBC Philadelphia stations for RKO's Boston outlets and purchase of NBC's Washington stations by RKO for about $11,500,000.

The court gave no reasons for refusing to hear argument. Justices Black and Douglas indicated that they would have accepted the case. Justice Frankfurter noted that he would have affirmed the opinion of the court below, which refused to permit Westinghouse to enter the case.

Investors Attracted

(*Continued from page* 1)

Hur," which more than recovered its cost this year, and which should "rack up a big profit" in 1961. "Ability to depreciate the capital cost over a two-year period will help swell the reported total," the writer states.

"Analysts have been estimating that earnings of MGM could jump well over $5 a share in this fiscal year, compared with $3.83 a share in 1960 and $2.91 the year before," he says.

"Immediate prospects" at United Artists are linked by the writer to "the public's reception of 'Exodus.' But an advance sale of $1,000,000 in New York alone seems to assure good income. Price of the (U.A.) shares has been held back by the possibility of dilution caused by conversion of outstanding deventures. But sharply rising earnings would permit the company to show good gains on a share basis."

At Universal, the writer says, "There seems to be little question that 'Spartacus' will return the $12,000,000 cost, but the amount of profit is still not accurately determinable. The picture, it seems, will be quite profitable, but may not live up to producers original hopes. At any rate, Universal should earn as much in this fiscal year as the $6,000,000 in the year ended Oct. 31."

"Other film makers," he concludes, "are now between engagements, as they say in show business, although Paramount and 20th Century-Fox seem to be heading into a period of significant releases."

'Exodus' Nets $10,000

The benefit performance of "Exodus" at the Warner Theatre here Sunday night netted $10,000 for the Will Rogers Memorial Hospital, it was reported by Tom Rodgers and Arthur Rosen, co-chairmen of the Hospital's special activities committee.

Gift Certificates for 'Spartacus' Sell Well

The seven current roadshow engagements of Universal's "Spartacus" and the 11 additional engagements which will start on Thursday are enjoying a brisk sale of gift certificates which the recipient can exchange for reserved - seat tickets for any performance in his or her city, it was reported yesterday by Jeff Livingston, Universal executive coordinator of sales and advertising, who is supervising the promotional activity of "Spartacus."

The gift certificate sale is being promoted by each theatre as part of its continuing promotional activity on the picture. The denominations of the certificates are sufficiently flexible to enable the giver to designate whether they wish the recipient to use it for a matinee or evening performance, a weekday or weekend.

Warner Honored

(*Continued from page* 1)

being planned by Consul General Gamble.

The Warner Brothers president has been honored by the Crown for his long service to Anglo-American relations. During World War II, in his motion picture studio capacity and as a lieutenant Colonel in U. S. Air Force, Warner was active in lending aid to England. Included among his many contributions were the aiding of Earl Mountbatten of Burma in setting up the Royal Naval Film Corp., which provided films for the Royal Navy; his active hand in helping direct the destinies of Associated British Picture Corp., in which his company has a financial interest; as well as his company's interests in Associated British Cinemas, Pathe Newsreel, and studios at Elstree and other ABPC enterprises.

Warner was personally responsible also for rebuilding the Elstree studios after World War II, going directly to England to direct and supervise reconstruction of the studios and continuing to produce pictures at Elstree in association with ABPC.

Schwalberg Joins

(*Continued from page* 1)

Verne's "Valley of Dragons" in living "Montascope for Columbia pictures release under the banner of ZRB Productions. The feature, which is based on "Career of a Comet," will be directed by Edward Bernds who is now preparing the screen version of the Verne story, scheduled for January 20 filming start.

'Impostor' Debut

(*Continued from page* 1)

vision, radio and newspaper campaign and a series of special events including the use of personalities involved in the production will launch "The Great Impostor" New England kickoff, Philip Gerard, Universal's Eastern advertising and publicity director, announced at the same time.

Tisch, Shanahan To Tour Midwest

Special to THE DAILY

CLEVELAND, O. — Preston R. Tisch, Loew's Theaters director, and James Shanahan of Loew's Theaters hotel public relations department, begin a three-day tour of the Midwest with a press luncheon here Jan. 10, with Frank M. Murphy, Loew's Theaters' Midwest division manager, presiding.

Purpose of the visit is said to be to discuss and publicize Loew's Theaters' relationship with hotels it is building and expects to build. After the luncheon, the trio will go on to Akron, Canton, Columbus, Dayton and Indianapolis for similar visits with press representatives.

Allied Board

(*Continued from page* 1)

will be ready to submit a report at the January board meeting. The committee was to recommend someone for the new post of executive director of Allied, was to suggest a location for a new national headquarters for the organization and prepare a program of internal and external activities designed to strengthen the national organization both insofar as present members are concerned and for mapping expansion into new sections of the country.

Marcus is chairman of the Allied future plans committee and Kirsch was a member of it. Other members are Irving Dollinger, James Whittle, Milton London and Trueman Rembusch.

As president of Allied, Kirsch also was the organization's representative on the American Congress of Exhibitors executive committee; His successor will fill that post, too.

Commenting on Kirsch's resignation, Marcus said: "It is indeed unfortunate that Allied must lose the dynamic and valuable presidential leadership of one of the industry's most respected men. Jack Kirsch is and has been an outstanding symbol of integrity not only in Allied but throughout the world of motion pictures.

Cites Continued Availability

"However, Allied can take solace in the fact that Jack will be available to counsel and support his successor and the board of directors in building a stronger Allied. The members of our organization and, I am sure, the industry as a whole, extend to Jack their best wishes for a speedy return to good health."

In his letter of resignation, addressed to Marcus, Kirsch said: "Please convey my deepest regret to the board of directors of Allied who, in these crucial times, must have a leader who is physically capable of giving his constant and undivided attention to the many perplexing problems facing our industry.

"I wish to assure you and the board of directors of Allied States that even though I step down from the presidency to which I was recently honored, I am prepared and anxious to give my most conscientious support to my successor and the board in the interest of our organization and to the industry, all of which I hold in the highest esteem and affection."

Fox Filming 8; 4 Set to Start

Eight major 20th Century-Fox productions, representing a combined production cost of more than $25 million are now shooting in countries including the U.S. with four more films slated to roll within the next 21 days, the company announced.

"Cleopatra," the Todd-AO spectacular, resumes shooting in London the first week in January. "Francis of Assisi" in mid-point in Rome after extensive location work in Assisi itself and in the surrounding countryside. "The Lion of Sparta," the largest film undertaking ever attempted in Greece, has been in production since Nov. 7. "The Big Show" is currently filming in Munich.

At the studio "Return to Peyton Place," is now filming as is "Snow White and the Three Stooges," "All Hands on Deck." Berlinger is scheduled to complete production Jan. 1.

The fourth current studio production is "Wild in the Country."

Scheduled to begin production Dec. 27 is "High Heels." Set for filming on Jan. 16 is "Pirates of Tortuga." "Voyage to the Bottom of the Sea" starts Jan. 10 and "Marines, Let's Go," goes into work on Jan. 16 at the studio.

Para. Subsidiary Forms Electronic Division

A new electronic research development and manufacturing industry being organized in Ann Arbor, Mich. to go into operation on an immediate basis, it was announced by Professor Keeve M. Siegel, president of Conductron Corporation. Conductron is a subsidiary of Paramount Pictures through another Paramount subsidiary, Autometric Corporation.

The new Ann Arbor Division of Conductron will conduct research on unusual ceramic ferrite and semi-conductor materials with electro-magnetic properties. The Division's research developments will be produced in a 10,000 to 20,000 square foot plan to be leased by Conductron. Siegel said another Conductron division is to be formed to operate a new large-scale facility that will employ several hundred persons to start.

200 Dates for 'Swiss'

Walt Disney's "Swiss Family Robinson" will premiere in more than 60 key cities across the country this week. Heading the list of holiday playdates for the Buena Vista release are the dual openings at the Trans-Lux Normandie and New Embassy Theatres in New York, the State Lake Theatre in Chicago and a multiple opening in Los Angeles.

wo New Films Start; otal Shooting Is 37

From THE DAILY Bureau

OLLYWOOD, Dec. 19. — With vo new pictures started this week, ie total number of productions cur-ntly shooting are 37. Three were ompleted.

Started were: "Wonder of Alad-in," an Embassy Pictures Produc-on for Metro-Goldwyn-Mayer re-ase, starring Donald O'Connor and oelle Adam, with Robert Aldrich irecting. Stanley Colbert's independ-nt production of "Age of Consent," arted with Buzz Kulick directing, nd starring Patty McCormack, Lee insolving and Billy Gray.

Completed were: Paramount's The Pleasure of His Company," nited Artists' "Goodbye Again" and vo independents, "The Eye of the leedle" and "Cause of Death."

Rank Officials

(*Continued from page* 1)

Hamer, a director of the company nd its booking controller for many ears, continues as director of book-ng.

Other new appointments include: ohn Behr, as circuit controller; L. V. Crews, a regional controller, to be ublicity controller in place of Don-ld Murrey, who has resigned; and Derek Coyte succeeding John Behr s publicity controller of Rank pro-luctions at Pinewood Studios.

All these appointments take effect rom January 1st, 1961, and reflect he Group policy of "strengthening n depth the executive structure by nternal promotion."

'Birdie' Stars Will Be On AMPA Lunch Dais

The stars of the Broadway musical "Bye Bye Birdie" will be on the dais oday, at the annual Christmas party of the Associated Motion Picture Ad-vertisers, at the Picadilly Hotel.

President Bob Montgomery said hat AMPA's special guests will be Dick Van Dyke, Chita Rivera, and Dick Gautier. Arrangements for their appearance were made by Mrs. Ade-ine "Pat" Steen.

Montgomery said that several hun-dred industryites are expected at the uncheon, with door prizes assured for virtually, every person attending he affair.

'Wong' Scores in L.A.

One of the best openings in recent ears at Grauman's Chinese Theatre, Hollywood, was reported by Para-mount Pictures for "The World of Suzie Wong" in its first three days ending Sunday. It grossed an out-standing $18,665. Meanwhile the film also is maintaining a fast pace at Loew's Metropolitan Theatre, Brooklyn, where it registered $15,-562 in the first three days, ending Sunday, of its second week.

Two 'Trust' Suits Filed in 'Frisco

From THE DAILY Bureau

SAN FRANCISCO, Dec. 19.—Two motion picture anti-trust suits demanding triple damages totalling $2,300,000 were on file in U.S. district court here today.

A group of neighborhood theatre owners demanded redress of $2,000,000 from 10 major exhibiting and distributing firms, while A. J. Longtin, owner of the Encore Theatre in Sacramento, sued the same defendants and several others in a similar action which seeks $300,000 damages.

The two suits, filed by attorney Joseph L. Alioto, were described as anti-trust actions "to break up the Market Street monopoly" in first run product. Alioto is a lawyer who for more than the past 10 years has been chief counsel for Samuel Goldwyn in the latter's long-drawn litigation and in which a decision now is awaited from Federal Judge George Harris.

Theatres Identified

Charging the big distributors with a violation of the Sherman Anti-Trust Act, the San Francisco area plaintiffs claim the defendants arbitrarily are fixing systems of runs, clearance and availabilities of first-run films, thereby favoring downtown theatres. The first-run Market Street houses that allegedly get preferred treatment were identified by Alioto as the Paramount, Warfield, Fox, Saint Francis and Golden Gate. While they are not defendants in the action, Alioto made it plain their representatives probably will be involved as witnesses when the suit comes to trial.

The defendants also were charged with having refused to license neighborhood and suburban theatres to exhibit first-run films and with having agreed to limit first runs to market street houses.

Illegal Pact Charged

The suit also complains there is allegedly an illegal agreement that there will be no multiple first runs in San Francisco.

It was argued that in most cities, Los Angeles for example, a film may open simultaneously as a first-run offering in all districts.

Named as defendants are RKO Theatres, Inc., California Paramount Theatres, Inc., Market and Taylor Building Corp., Fox West Coast Theatres Corp., Warner Brothers Pictures Distributing Corp., Universal Film Exchange, 20th Century-Fox Film Co., Loew's, Inc., Columbia Pictures Corp., and Paramount Film Distributing Corp.

Plaintiffs are Ray Syufy Enterprises, Inc., operators of the Geneva Drive-in, San Francisco; Geneva Drive-in Theatre, Inc., Rita Theatre, Inc., owners of the Mission Drive-in, Daly City; Consolidated Theatres, Inc., operators of the Royal Theatre; District Theatres Co., owners of the Mission Theatre; Theatco, Inc., owners of the Empire, all San Francisco; and Junipero Serra Theatres, which operate El Rancho in Colma.

Pay or Free, Cary Grant Likes Big Screen Best

Special to THE DAILY

HARTFORD, Dec. 19.—Let those who will espouse pay-tv, says Cary Grant. He'll stick to the big screen.

This was the actor's response when asked during a telephone press conference by Allen M. Widem, *Hartford Times* theatre editor, to comment on the plans of RKO General and Zenith Radio to conduct a pay-tv test here.

"Frankly, I don't know about pay-tv," Grant said. "I get the feeling, somehow, that the people anticipating huge profits out of pay-tv are whistling in the dark.

"It stands to reason that if a pay-tv presentation of a first run movie draws a tremendous public, then General Motors or General Foods will simply follow the same pattern and schedule a first run movie on commercial television.

"As for myself, I'm basically a motion picture man. I honestly believe that the audience gets more watching something on a large screen with sharper focus, better sound and uncluttered with interruptions.

"If the boys backing pay-tv want to come into Hartford or any major city and try something new, let them! Only then, certainly, will we in the motion picture industry be able to discern positive patterns and trends.

"But for myself, I repeat, I'm sticking to the big screen."

Two British Films Will Compete at Arg. Festival

Continental Distributing Inc. announced that "The Long And The Short And The Tall," starring Laurence Harvey, Richard Todd and Richard Harris, has been chosen to represent Great Britain by authorities of Argentina's Mar Del Plata Film Festival, which begins Jan. 8.

In addition to vying with films from more than 20 nations, "The Long And The Short And The Tall" will compete with "Saturday Night And Sunday Morning," another British entry already invited to the Festival, to be judged for this year's Best Film Award honors. The unique double-entry situation came about under a Festival regulation allowing its selection committee to invite full length feature films of special merit, regardless of whatever other films may previously have been chosen to represent their countries.

Fire Guts Building

LEXINGTON, Ky., Dec. 19—Fire of undetermined origin gutted the concession building of the Circle 25 Drive-In Theater here. Manager Walter Rodes, III, estimated the loss at more than $50,000.

REVIEW:

Tunes of Glory

Lopert

This thoughtful and thought-provoking film presents two extraordinary performances by accomplished actors —Alec Guinness and John Mills, both of marquee potency. The screenplay by James Kennaway from his own widely read novel, delves deeply into the traditions and psychological attitudes of the British army officer class—specifically the 200 year old traditions of a Scottish Highland regiment.

Guinness, in a remarkable display of versatility, portrays a tough-minded professional soldier, up from the ranks, who has been given peace-time command, as acting colonel, of the regiment he led through the African campaign of World War II—El Alamein and all that. His officers respect his profession ability, bask in his charm, but for the most part deplore his crudeness.

He is succeeded by Mills, old school tie colonel whose grandfather commanded the regiment before him. A martinet, he attempts to restore the peace-time spit and polish of the regiment in barracks, precipitating conflict with Guinness, who considers him a toy soldier. Mills' own uncertainties and indecision, aggravated by memory of a painful sojourn in a Japanese prison camp, unsettle his mind. Guinness, provoked at finding his daughter going out with a corporal, knocks the soldier down in a pub, a violent infraction of the rules.

Mills cannot decide whether to handle the matter as an intra-regiment affair or cite Guinness for court martial. Manipulated by Dennis Price, who himself would like to succeed to command, he decides on the court martial but changes his mind when Guinness frankly asks for a second chance. Unsettled by Price's sarcasm at this eventuation, Mills shoots himself and Guinness in turn apparently loses his stability but is protected by his officers.

The direction by Ronald Neame is leisurely, in the British tradition, and some of the characterizations are unclear, not through technical fault but rather through the difficulty of presenting adequately the abstract concepts involved in the story.

The photography, in Technicolor, is at its best showing the streets of Edinburgh and the castle which is the regiment's headquarters.

Because the story and motivations are so very British the production would seem to be aimed at cosmopolitan audiences.

Running time, 106 minutes. Release date, December.

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Rappaport Hails 'Pasternak Plan'

Special to THE DAILY

BALTIMORE, Dec. 19.—Indicative of exhibitor opinion regarding the added impact given to motion pictures by producers and stars making personal appearance tours on behalf of their films is the statement made to Joe Pasternak by Bob Rappaport of Rappaport Theatres here, one of the cities recently visited by the producer of Metro-Goldwyn-Mayer's "Where the Boys Are."

"When you return to Hollywood," said Rappaport, "please tell your fellow producers that your visit to Baltimore represents a positive plus in the gross of your picture. Not only will it result in a 100 per cent expansion in newspaper, radio and tv penetration, but the fact that a busy Hollywood producer spends time, money and effort—when he doesn't have to do it—on such a visit, gives added inspiration to all of us in the theatre to go out and do the best job we know how. The 'Pasternak Plan' is the most hopeful sign to come out of Hollywood in a long time."

Three Stars Made Trip

Together with Pasternak, the group who completed a cross-country tour for "Where the Boys Are" included three of the pictures' stars, Jim Hutton, Paula Prentiss and Maggie Pierce.

New Film Group Will Start Series Jan. 14

The newly formed Archive Film Society here has announced its first season, The Film: Winter-Spring 1961. The Society, headed by Marshall Lewis and R. M. Franchi, will present the twelve program cycle of classic film revivals at the Roosevelt Auditorium starting on January 14th.

Attendance is by subscription and single guest admission. Each event will be screened twice nightly at 6:30 and 9:00 o'clock.

The series follows: "Variety" (1925), Jan. 14; "Metropolis" (1926), Jan. 28; "Miracle in Milan" (1951), Feb. 11; "Dreams That Money Can Buy" (1944), March 4; "Maedchen in Uniform" (1931), March 11, and "The Lady Vanishes" (1939), March 25. Also, "Hallelujah!" (1929), April 8; "Unfaithfully Yours" (1947), April 14, "The Unholy Three" (1925), April 22; "The Merry Widow" (1925), May 6; "The Crowd" (1928), May 13, and "Vampyr" (1931), May 19.

H. D. Hearn Dies

SARANAC LAKE, N. Y., Dec. 19—H. D. "Hank" Hearn, industry veteran active at various times in Atlanta, Jacksonville and Charlotte, died at Will Rogers Memorial Hospital here following a long illness. He is survived by his wife, who will stay on at the hospital as a nurse.

REVIEW:

Make Mine Mink

Rank—Continental Distributing, Inc.

THIS LATEST IN a recent series of British comedy imports is an entertaining spoof of precision-action crime pictures, produced by Hugh Stewart for Rank Films and distributed by Continental Distributing, Inc. Terry-Thomas, one of England's top funnymen seen recently in "I'm Alright, Jack" and "School for Scoundrels," heads the cast of "Make Mine Mink," which has been ably directed for broad comedy effect by Robert Asher from a screen play by Michael Pertwee, based on the London stage play, "Breath of Spring."

Athene Seyler is very funny in her role as Dame Appleby, owner of a large London apartment, inhabited by her paying guests—Terry-Thomas, an ex-Army major; Elspeth Duxbury, an awkward spinster who mends crockery for a livelihood; and Hattie Jacques, of mammoth physical build, who teaches manners to would-be debutantes. Also in the household is Billy Whitelaw, young and personable, as the maid with a "record" who has been given a chance to go straight.

Bored with their everyday pursuits, and heeding the cry of Miss Seyler for money for charity, the houeshold, exclusive of Miss Whitelaw, hit upon the inspired idea to steal furs, sell them and turn the money over to charitable institutions. The amateur burglars turned "Robin Hoods" are led in their zany excursions into crime by Thomas, who masterminds each exploit with military exactness. They don't all come off quite according to plan, but the results are what count—and they succeed in becoming the scourge of the London fur business with their successful robberies.

While some of the action is a bit slow-paced, there are some high comedy situations which include Thomas' looking for a fence for the stolen furs in a disreputable waterfront dive, which turns out to be a Salvation Army haven, and in a hilarious police raid on an illegal gambling party where the robbing foursome had gone in search for more furs for charity.

The comedy moments, some broad and some sly, are capably put over by Thomas, Miss Seyler, Miss Jacques and Miss Duxbury. Miss Whitelaw is charming in her role as the maid, and Jack Hedley is fine as her policeman fiance.

An excellent musical score has been contributed by Philip Green. Running time, 101 minutes. Release, December.

SIDNEY RECHETNIK

Compo Drive

(*Continued from page* 1)

tion clauses in the Kennedy and Roosevelt bills.

"As the Compo National Minimum Wage Campaign Committee made plains in its report," McCarthy said, "all elements in the industry contributed to last year's campaign under the direction of Compo. The same committee will serve in the coming campaign. This committee is composed of the following: C. Elmer Nolte, Jr., representing Allied States Association, and LaMar Sarra, representing Theatre Owners of America, co-chairmen; Edward Cooper, representing Motion Picture Association of America; Emanuel Frisch, representing Metropolitan Motion Picture Theatres Association; William Namenson, representing Independent Theatre Owners Association; and Charles E. McCarthy, representing Compo.

"With every organization cooperating, we achieved success in the last session of Congress. We have every reason to believe that we shall obtain the same effective cooperation in this coming campaign."

Bronston Claims Gross Guaranty for 'El Cid'

"Distributors are no good. They cost you 20, 30, 40 per cent and what for? You can do it yourself."

That's not an exhibitor speaking. According to Richard Ward, *N. Y. Herald-Tribune* writer in London, that's what Samuel Bronston told him.

The producer is completing "King of Kings," which MGM will distribute, and is preparing "El Cid," which Allied Artists will handle in this market.

Wald quotes Bronston as saying that the distributors who will handle "El Cid" in the various territories around the world are required to guarantee a gross for an 18-month period after release. Whatever business the picture does, the distributor has to meet the gross guaranty and for his trouble he gets somewhere around 15 to 17 per cent, Wald declares.

In that way, he adds, Bronston and his partner, Pierre du Pont, "can convince their bankers that they are guaranteed a return of 150 per cent, including interest, in 18 months after release."

"You can only do this sort of thing if you have big, 'international themes'," Bronston is quoted as saying. "Hollywood is making the same old movies for America. I wouldn't call them chauvinistic. No, I call it stupid. You have to get a world audience. An international kind of subject is Napoleon, or Mohammed—I am going to do a Mohammed picture —or Hitler. Characters that affect the world."

Bronston also was quoted as saying that a publisher had offered to guarantee him $1,500,000 for the program for "King of Kings," and that in five years there will be "millions" from pay-tv at 50 cents a film viewer.

Community Jobs For TOA Executives

Two prominent officers of Theat Owners of America, have accepte new positions of authority in the home communities.

Albert M. Pickus, TOA presiden and a resident of Stratford, Conn has been appointed chairman for Fai field County for the United Cerebr Palsy Association. He will supervis the UCPA's annual fund appeal, an its other activities in the populou Connecticut area.

In Spokane, Wash., J. J. Rosen field, president of Favorite Theatre and an assistant to the president o TOA, has been appointed to a ne seven-man Citizens' Urban Renewa Advisory Committee. Named by th city council, the committee is charge with studying all proposals for urba renewal, many of which would b eligible for Federal grants, and t make recommendations to the cit council. The seven men were selecte from a list of more than 100 sub mitted to the Council. Rosenfield ha long been active in civic affairs i his city.

3 More on Johnston Dinner Committee

Three more industry figures hav accepted invitations to serve on th dinner committee for the testimonia dinner which Compo is sponsorin in observance of the 15th anniversar of Eric Johnston's service as presiden of the Motion Picture Association.

Russell V. Downing, president o Radio City Music Hall, who is serv ing as chairman of the committee, an nounced yesterday that acceptance had been received from George Chandler, president of the Screen Ac tors Guild; Frank Capra, president of the Directors Guild of America and Valentine Davies, president o the Academy of Motion Picture Art and Sciences.

Mrs. Walter Goryl Dies

DETROIT, Dec. 19.—Mrs. Florence Goryl, wife of Walter Goryl, office manager in the local office of Universal - International, died here suddenly last week.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 118 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 21, 1960 TEN CENTS

ive in Toronto

Roadshows On the Rise in Canada Cities

Hard Ticket Engagements Draw 'Legit' Assistance

Special to THE DAILY

TORONTO, Dec. 20. — Theatres eaturing roadshow films in Canada e growing in number. By the end f this month, there will be five in his city alone. Canada has about a ozen cities with such engagements. Distributors and circuits are beinning to be hard-pressed for enough utlets for the big budget films. The uantity of hard-ticket operations as called upon the people formerly n legitimate theatres to help at the ox office as well as in promotion. In Toronto, by the end of the

(*Continued on page 4*)

Spartacus' Rolls Up Its First Million Dollars

Universal - International's "Spartacus" has now rolled up its first million dollars in theatre gross in its initial six U.S. roadshow engagements. They started with the world premiere at the DeMille Theatre here on October 6 with subsequent openings in Chicago, Los Angeles, Boston, Philadelphia and Detroit.

Henry H. "Hi" Martin, vice-president and general sales manager of Universal, said "Spartacus" will be playing 18 roadshow engagements in the U.S. and Canada by the end of this week, having opened last Thursday in Miami and being scheduled to open this Thursday in San Francisco, Seattle, Houston, St. Louis, Cleveland, Cincinnati, Atlanta, St. Petersburg, Pittsburgh, Toronto and Montreal.

Marcus Loew's Circuit in Canada Plans To Alter Theatre in Toronto for Easter

Special to THE DAILY

TORONTO, Dec. 20.—The annual meeting of Marcus Loew's Theatres here revealed renovation plans for their Loew's Yonge St. The company, 80 per cent of which is owned by Loew's Theatres, Inc., New York, operates three theatres in Canada, Loew's London, Ont., Loew's Yonge St., and leases Loew's Uptown.

Loew's Yonge St., will be closed for two weeks just before Easter for a $154,000 renovation job. Its 2,096 capacity will be reduced by 400. A similar type of renovation at the Uptown will be completed by Dec. 22 for the opening of "Spartacus."

Leopold Friedman, a director and

(*Continued on page 6*)

Continental Expanding; Sets 15 Films in '61

By SIDNEY RECHETNIK

An expansion movement to acquire more quality films for distribution in the western hemisphere, a production outlay of $10 million for co-production deals in England, as well as with various French and Italian producers and an enlargement of its American sales facilities were announced yesterday by Continental Distributing, Inc.

Participating in a trade press luncheon held at Al & Dick's Restaurant here were Continental executives Irving I. Wormser, president; Walter Reade, Jr., chairman of the board; Paul Peppercorn, general sales manager, and Sheldon Gunsberg, vice president in charge of advertising and publicity.

With the acquisition of American

(*Continued on page 6*)

Heavy TV Inroads in Argentina Reported

Television competition is only now having its peak effect on theatres in Argentina felt, Hector Olivera, film producer with Aries Cinematografica, Buenos Aires, who is visiting in New York, said yesterday.

In the first six months of 1960, Olivera said, Buenos Aires theatres

(*Continued on page 7*)

REVIEW:

PEPE

George Sidney—Posa Films Intern'tl.—Columbia

PEPE," Columbia Pictures' hard-ticket, holiday season entry, is in the category of the late Mike Todd's highly successful "Around the World in 80 Days" and, in fact, is built solidly upon and around the Mexican star, Cantinflas, who delighted millions in that film as David Niven's butler who scooped a bucketful of snow from a convenient alp with which to cool his master's champagne as they drifted among snow-clad peaks in their balloon.

The itinerary of the present film's cast is considerably more circumscribed than the global transit of the Todd film's people, but "Pepe" does take its audiences along a geographical triangle into the never-

(*Continued on page 4*)

By 6 Companies

TOA Says 544 Features Sold To TV in 1960

415 Were Post-'48 Films; Hails 'No-Dumping' Trend

Six producers have released 544 feature films to free tv this year, of which 415 are post-1948 productions, according to a compilation made by Theatre Owners of America and reported in its current membership Bulletin.

The report observes that "While the total is imposing (equal to nearly the average of two years of production by Hollywood in this decade), it is still far, far short of the 'dumping' that took place in the 1953-'54 years

(*Continued on page 4*)

Qualification Age for Industry Pension Is 60

From THE DAILY Bureau

HOLLYWOOD, Dec. 20. — A change in Motion Picture Industry Pension Plan eligibility rules to reduce from 65 to 60 the age at which workers can qualify for pensions was made today by the plan's board of trustees. Previously members of the plan were required to work a minimum of 400 hours in each of three

(*Continued on page 4*)

Up to 1,000 Bookings For 'Misfits' in Feb.

"The Misfits," starring Clarke Gable, Marilyn Monroe and Montgomery Clift, will have 600 to 1,000 bookings in key cities throughout the United States in the first two weeks

(*Continued on page 4*)

TELEVISION TODAY—page 7

in the EAST it's MOVIELAB for... COLOR BLACK & WHITE FOR YOUR SCREENINGS Film & Tape EDITING & STORAGE Rooms MOVIELAB BUILDING 619 W 54th ST NEW YORK 19 JUDSON 6 0360

PERSONAL MENTION

B. G. KRANZE, vice president of Cinerama, Inc., has left New York for Mexico City. He'll be back before the end of next week.

•

FRANK and MORRIS KING, producers of "Gorgo" for M-G-M, will leave Hollywood shortly for England and Ireland, where they will begin preparations for a new production, "Mr. Adam."

•

WILLIAM B. SPOONER, projection engineer for Lorraine Carbons, has left Boonton, N. J., for Florida.

•

ARTHUR KNIGHT, writer of the 90-minute television special dealing with the life of David Wark Griffith for Allied Artists' Information Films Division, has left Hollywood on a lecture tour of the Midwest. He will return to the studio on Monday.

•

MILTON SPERLING, producer of "The Marauders" for Warner Brothers, and SAMUEL FULLER, director of the film, have returned to California from the Philippines following a location-scouting trip to the islands.

•

J. V. SCULLY, special representative for American International Pictures, was in Atlanta from New York.

•

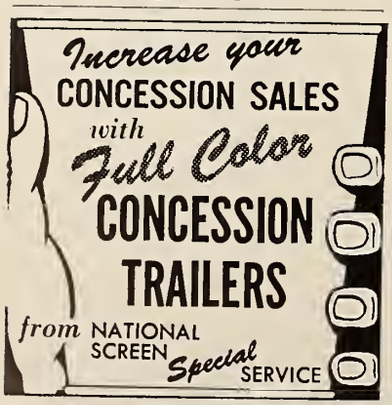
LARRY WOOLNER, of Woolner Bros. Productions, New Orleans, has returned there from Atlanta.

•

JOE SOLOMON, of Fanfare Films, Philadelphia, has returned there from Atlanta.

'Gulliver' Big $12,679

Charles H. Schneers "The 3 Worlds of Gulliver," a Columbia Pictures release, grossed a big $12,679 in its first three days at the Forum Theatre here, the company reported.



'Exodus' Opens in 5 Cities Tonight

Otto Preminger's "Exodus" will have premieres tonight in five major cities, completing its schedule of eight road-show openings for 1960. It debuts tonight at the Saxon Theatre in Boston, the Tower Theatre in Dallas, the Empire Theatre in Kansas City, the Fox Wilshire Theatre in Los Angeles and the Sheridan Theatre in Miami Beach.

"Exodus" had its world premiere Thursday at New York's Warner Theatre, and opened in Chicago at the Cine-Stage Theatre on Friday and in Baltimore at the Mayfair Theatre on Monday.

In all eight cities, "Exodus" is set for unlimited, reserved-seat engagements.

Services Here Today for Plunkett, Pioneer Exec.

Funeral services will be held here today for Joseph Plunkett, 76, pioneer industry executive, who died on Saturday. Services at the Universal Funeral Chapel, 52nd and Lexington, at 9:30 will be followed by a high requiem mass at the Holy Family Church at 10:00.

Originally a producer of stage plays with Liebler & Co. and George C. Tyler, Plunkett began with the motion picture industry by producing films for Paramount. After that he was managing director of the Strand Theatre in New York for many years and was later general manager for Mark Strand Theatres in New York State. He was responsible for inaugurating the first midnight performances on Broadway, and also the first all-sound theatre, the Strand.

He then joined the RKO circuit where he was director, vice president and general manager. In 1933, in conjunction with Walter Reade, Sr., he acquired American rights to the German film, "M," which was later released by Paramount.

In 1935 Plunkett acquired the Astor Theatre in New York for first-run and roadshow pictures. He was later in charge of roadshows for Columbia Pictures. In 1940 he was made vice president of Select Attractions, Inc., and in 1949 became a distributor and producer of special attractions. In 1947 and 1948 he produced features for television as well as theatres.

He is survived by his wife, Nancy, and two children, Robert Plunkett, and Mrs. Susan Hann.

Reopen Florida House

WINTER HAVEN, Fla., Dec. 20. —The Villa Theatre here, closed since 1958, has been reopened by James C. Brown.

Merit Awards Set By Audience Board

Creation of a new Award of Merit for the nation's entertainment fare—an award based exclusively on the judgment of community opinion leaders—was announced yesterday by National Audience Board.

The award will be given in recognition of outstanding film, tv and radio material on the basis of audience research studies conducted by the Board. For film winners, the award will go to both the film's producing and distributing companies. In the instance of tv and radio material, it will be made to the sponsor and producer.

Symbol Being Developed

A graphic symbol representing the Award of Merit, which film and tv winners will be permitted to display along with the film or program credits, is being developed by NAB. In the instance of radio awards, a tagline identifying the program as a recipient of the National Audience Board Award of Merit will be permitted for use at the time of broadcast.

The new Award of Merit will be based on audience research conducted among such community opinion-molders as clergymen and executives and members of a wide variety of civic, church, cultural and educational organizations.

The Board's panelists register their opinion of the entertainment material under evaluation via questionnaires which are designed to probe a broad array of factors.

Ten Points Weighed

As an example, the Board revealed that a film under examination is evaluated on approximately 10 different points. Typical questionnaires used by NAB probe opinion leaders' reactions to such factors as: quality of performances turned in by the film's stars, story content, level of excellent achieved in the camera work, etc.

Each factor under evaluation is scored separately by the board's panelists on a five-point scoring scale. To receive the newly announced Award of Merit, the material under evaluation must attain an average score of 75 per cent or higher from the NAB opinion leaders.

Citation to 'Spartacus'

Universals' "Spartacus" has been awarded the Parents' Magazine Special Merit Medal for December.

'Hell' To Open Here

Columbia's "Hell Is a City" will make its local bow on Friday at the Brooklyn Fox Theatre.

TOA Membership Drive For 13th Anniversary

Theatre Owners of America w be 13 years and 13 days old on F day, Jan. 13, 1961, and plans to m the occasion with a special memb ship drive.

Object of the drive is enrollm of at least one new TOA member every present member between n and the Friday the 13th date.

Police Crack Down on Canada Bingo Outfits

Special to THE DAILY

TORONTO, Dec. 20.—Police ha begun a crackdown on bingo ope tions in Canada. Theatres which ha employed bingo to attract patro have discarded it in most situatio

Several theatres have been fine including a drive-in. An amuseme tax on bingo was suggested and Br ish Columbia put one on. Theatr have chanced the law in about Canadian communities by offering t game to meet the competition in ha and churches.

In Toronto, a priest, church mer bers, officials of fraternal organiz tions and a club owner were charged with keeping a gami house. Montreal police also ma some bingo arrests.

Girard, Phila., Sold

PHILADELPHIA, Dec. 20. — deal was closed yesterday by Norm Lewis for the sale of his Girard The tre here to Samuel and J. Vict Klein, owners of a chain of groce stores.

More light + slower burn= lower costs

NATIONAL TRADE MARK

PROJECTOR CARBONS

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.



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Ask Temporary Stay In S.F. 'Trust' Action

Special to THE DAILY

SAN FRANCISCO, Dec. 20. — Plaintiffs in the two anti-trust suits against major distributors and exhibitor circuits in which triple damages of more than $2,000,000 dollars is sought in the fight to "break the Market Street monopoly" today had amended both Federal Court complaints to ask for a preliminary injunction to prohibit the defendents "from continuing to discriminate" against district theatres to benefit downtown first-run houses.

Seven neighborhood exhibitors here have accused 10 major distributors and exhibition circuits of a "monopolistic conspiracy" dating back to 1933, and in the second suit A. J. Longtin, operator of the Encore Theatre, Sacramento, lists similar complaints against most of the same defendents, plus Buena Vista Film Distributing Corp., United California Theatres, Inc., and Blumenfeld Enterprises, Inc., the latter two being northern California's two major circuits.

Joseph L. Alioto, attorney representing the plaintiff in both actions, also inserted in both suits the demand for a jury trial.

TOA Report

(*Continued from page* 1)

when the pre-'48s went en masse to tv.

The TOA compilation reports 81 features sold by 20th Century-Fox to National Telefilm Associates, of which 27 were post-'48s and 54 pre-'48s; 26, all post-'48, sold by United Artists to U.A. Associates; 110, all post-'48s, sold by Warners to Creative Telefilms Artists; 30, all post-'48s, sold by Lippert Films to NTA; 275 sold by Columbia (Screen Gems) to CBS-TV, of which 200 were post-'48s, and 22 post-'48s sold by Pine-Thomas to Colorama Features.

"Many big pictures are included in these packages," TOA comments, "but of some reassurance to exhibitors is the fact that the film companies appear determined to avoid the 1953-'54 mistakes of mass-dumping of their post-1948 libraries.

"More films will be sold to television but the numbers should be relatively small compared both to the film companies' total libraries and the demands of television."

'Misfits' Bookings

(*Continued from page* 1)

of February, it was announced yesterday by William Heineman, United Artists vice president in charge of distribution, and Frank E. Taylor, producer of the film. The schedule includes the New York premiere in February of the Seven Arts Productions presention, at the Capitol.

"The Misfits" also will open in England in February, and during the Easter holiday in other overseas situations.

Pepe

CONTINUED FROM PAGE 1

neverland of Hollywood, to some of Mexico's loveliest and most interesting spots and over to Las Vegas for long enough to break the bank at The Sands. Nevertheless, within those boundaries it catches up with 30 or more top names in the entertainment world, who play themselves in incidental roles well-integrated with the story.

Dan Dailey and Shirley Jones are the co-stars of the George Sidney production, in color by Technicolor and photographed in Panavision, with special sequences in CinemaScope.

Among its further resemblances to "80 Days" may be recorded its length—three hours and 15 minutes exclusive of intermission time—and its emphasis on comedy and romance in telling its tale.

The picture has all the marks of good craftsmanship, in acting, in Sidney's production and direction, in photography and all other departments, including its music, to which contributions were made by such illustrious tunesmiths as Sammy Cahn, Roger Edens, Andre Previn, Dory Langdon, Hans Wittstatt, Johnny Green and Augustin Lara, and the strikingly staged choreography of Eugene Loring and Alex Romero.

These are but to catalogue "Pepe's" more substantial assets, and they are numerous, and certainly should include the white stallion Don Juan, about whom much of the story revolves. Obviously, they add up to an important property and to theatre business of the same order.

ALTHOUGH CANTINFLAS has been Mexico's most popular motion picture star for years, he was not well known to the American and world public prior to his appearance in "80 Days." It may be said without qualification that in this lengthy and often demanding role as "Pepe," the kind-hearted Mexican comedian proves himself a real trouper, always appearing to excellent advantage in the company of some of Hollywood's best known names—Crosby, Sinatra, Chevalier, Durante, Lawford, Lemmon, Dailey, Robinson and many others.

He is sure to ingratiate himself with audiences of all ages and his trusting, sympathetic, good-natured, uncomplaining character is one that is well suited to family trade. His comedic style, ill-fitting yet not tramp-like garb, and his sense of aloneness, suggest a chaplinesque character with a south-of-the-border accent. Yet his style is less broad than was Chaplin's and, in the story of "Pepe," at least, the character is more innocently and forthrightly humorous than is the traditional Pagliacci, tears-beneath-the-smile performer's.

But there is no mistake about it. Cantinflas emerges from this production as a warm, likeable comedian whom audiences will respond to as have those of his native land. This is of basic importance because Cantinflas is Pepe. All else is the come-on.

The story, by Leonard Spigelgass and Sonya Levien, based on a play by L. Bush-Fekete, with the screen play by Dorothy Kingsley and Claude Binyon, runs to standard plot lines.

It has Cantinflas, as Pepe, following the horse, Don Juan, to Hollywood after it has been purchased in Mexico by Dailey. The latter plays a has-been Hollywood director, too fond of the bottle, who attempts a come-back by offering the stallion, which Edward G. Robinson, as a producer, is anxious to add to his stable, as an inducement to back a new picture. The horse is disconsolate and useless when separated from Pepe, so where one goes the other goes, too.

Robinson distrusts Dailey and refuses to back the latter's picture. Meanwhile, Pepe has met and become a friend of Miss Jones's and wants to help her achieve success as a performer. He takes his savings to Las Vegas and wins a quarter of a million which he turns over to Dailey to start production on his film.

SHOOTING SWITCHES to Mexico and Cantinflas falls in love with Miss Jones just as Dailey does, too. Miss Jones is attracted to Dailey but feels warm friendship for Cantinflas, which he misinterprets as romantic love. Dailey runs out of money before the picture is completed and, to refinance, sells Don Juan to Robinson. As Dailey's picture is completed and Robinson pronounces it a success, Catinflas learns that Miss Jones and Dailey are in love and that Don Juan has been sold. As he reconciles himself to his romantic loss, a happy ending is achieved by the horse being presented to Cantinflas and the two being returned to Mexico, where Cantinflas glories in a wide variety of frisky colts sired by his stallion.

Guest stars in addition to those already named include Michael Callan, Richard Conte, Bobby Darin, Sammy Davis, Jr., Zsa Zsa Gabor, Greer

(*Continued on page* 6)

JDA Honors Sherman At Campaign Dinner

Over 300 leaders of the amuseme industry gathered at the Waldorf A toria last night to pay tribute to Be jamin Sherman, chairman of t board, ABC Vending Corp., at a di ner on behalf of Joint Defen Appeal.

The dinner represented a maj event in the industry's campaign raise funds in support of huma rights programs current with JDA two constituent agencies, the Amer can Jewish Committee and the Ant Defamation League of B'nai Brit This year, the JDA is seeking a n tional total of $6,100,000 to subs dize programs designed to comb discriminatory practices and grou intolerances that threaten democrat freedoms.

The highlight of the evening w the presentation of the industry JDA Human Relations Award Sherman. A pioneer in the motion pic ture industry before embarking o his present vending - concessionair career, he was cited for his distin guished service record in civi philanthropic and industry indeavor

Principal speaker of the evenin was Arnold Forster, general counse of the Anti-Defamation League an national director of ADL's Civ Rights Division.

Qualification Age

(*Continued from page* 1)

years between ages of 60 and 65 This requirement now can be me in the years between 55 and 6 The age at which a retiree can star collecting benefits remains at 65.

The annual election of officers wa held yesterday with Ted Leonard o Paramount succeeding IATSE inter national representative George Fla herty as chairman of the board. T Fredericks of Revue was elected vic chairman, Paul O'Brien of Cinetechni cians Local 789 was elected secretary and Hank Rohrbach of Laborers Lo cal 724 was elected vice secretary

The current year is the first in which pension payments have been made. As of Jan. 1, 1961, 826 pensioners will be receiving $95 per month plus retiree health and welfare benefits. Amount of the benefits was increased this year from $75 per month.

Canada Roadshows

(*Continued from page* 1)

month, there will be "Spartacus" at the Uptown, "Ben-Hur" at the University, an art film at Yvonne Taylor's Little Cinema, "Windjammer" at the Eglinton and "The Alamo" at the Tivoli. Longest running of the group is "Ben-Hur" which with its other engagement at the Alouette, Montreal, has grossed in the year it has been running, more than $500,000.

Smallest of the operations is the 130-seats of the Little Cinema, which offers art pictures on a hard-ticket basis. Montreal has three houses with hard-ticket policies.

TARS SHINE ON BROADWAY FOR "PEPE" OPENING



Left to right, A. Schneider, Columbia president; associate producer of "Pepe," Jacques Gelman; Cantinflas; and producer-director George Sidney.

ONE of the greatest arrays of entertainment world figures and industry dignitaries hailed "Pepe," the George Sidney-Posa International production, last night at the gala invitational preview of the multi-million-dollar film. Representatives of the government, the arts and the communications media attended the eagerly awaited world debut of "Pepe," covered by six on-the-spot radio broadcasts from the lobby of the newly redecorated Criterion Theatre. Greeting the top stars and executives was producer-director George Sidney, associate producer Jacques Gelman and Cantinflas, the international star who portrays the title role. "Pepe" was produced in Technicolor and CinemaScope for Columbia Pictures release. With Cantinflas in the film are Dan Dailey, Shirley Jones and 35 of the world's greatest entertainment stars, many of whom attended last night's festivities.



Charles B. Moss, circuit head, and Lillian Burns, Mrs. George Sidney.



Marge and Gower Champion, and Columbia vice president Paul N. Lazarus, Jr.



A. Montague, Columbia executive vice president, and Mrs. Montague.



Barney Balaban (left), Paramount president, and Leo Jaffe, Columbia's first vice president and treasurer.



Left to right, Santiago Reachi, Cantinflas' associate; Nancy Novack, Columbia actress; and Rube Jackter, Columbia vice president and general sales manager.



Cantinflas and Maurice Chevalier.

(Advt.)

Florida Exhibitor Unit Will Convene in March

Special to THE DAILY

JACKSONVILLE, Dec. 20. — The annual convention of Motion Picture Exhibitors of Florida has been scheduled for Tampa in mid-March of 1961, it has been announced by Joe Lipson, president of MPEOF. The exact dates of the conclave will be determined later.

Robert Daugherty, of Smith Management Co., Tampa, has been named as general chairman of the convention.

Continental

(*Continued from page* 1)

distribution rights to Britain's "Saturday Night, Sunday Morning," and the conclusion of a co-production and distribution deal for the filming of Tony Richardson's current London and Broadway stage hit, "A Taste of Honey," Wormser said that the company's release schedule of 15 pictures for the calendar year 1961 was completed. Ten additional titles of next year's Continental release roster also were revealed. They are "The Long and the Tall and the Short," "The Mark," "General della Rovere" (English-dubbed version to be available in March), "Behind the Great Wall," "Make Mine Mink," "Hippodrome," "The Hands of Orlac," "The Cheaters," "Riffifi, for Girls," and "Modigliani of Montparnasse."

Wormser also stated that the company has allocated a budget of $10,000,000 for co-production deals currently being negotiated with Associated British, Britannia, Bryanston, Woodfall and Rank in England, and with various French and Italian producers for the company's 1962 release schedule. "This outlay will represent 25 per cent of the total production costs of these pictures, which will number from eight to 10 features," said Wormser. The company's 1962 schedule will be limited to 10 pictures, he said as "we can get greater returns from the playing off of 10 high quality pictures, than from a greater number of pictures of lower quality."

With the forthcoming important uplift in quality release, Continental expects a "minimum of 5,000 American playdates, with a potential of 8,000 dates, on these pictures," said Reade, who claimed he spoke "as an exhibitor." He pointed out that "Room at the Top," Continental's top grosser to date, with $4,000,000 in American rentals anticipated, will play to about 7,500 engagements in this country.

In discussing the question of the English-language dubbing of foreign films, Reade said he would leave the choice of this to the individual exhibitors. Some situations, he said, preferred the foreign language print with subtitles, whereas the dubbed versions were preferred in others. "Some films come off better one way, and others have more appeal another," he said.

Peppercorn said that the company is expanding its sales areas from the current nine to 12 to 15 regional offices, with added personnel planned for the nine branches already established. "This will serve to give us double coverage in our established areas," he said, "and open up an additional three to five areas to handle our product." The home office staff also will be increased.

Peppercorn also announced that the company has acquired the American distribution rights to 12 British-made films which already have played off on television in this country. In an experimental move, these films, which include four Alec Guinness films, will be sold as a package in a "Festival" format, under the label, "Great Classics from Great Britain."



Dan Dailey and Cantinflas in a scene from "Pepe."

Pepe

CONTINUED FROM PAGE 4

Garson, Ernie Kovacs, Janet Leigh, Tony Curtis, Kim Novak, Andre Previn, Donna Reed, Debbie Reynolds, Billie Burke, William Demarest, Charles Coburn, and others.

Naturally, in a picture of the length of this, some sequences stand out above others. Among the outstanding scenes, insofar as popular audience enjoyment is concerned, is Cantinflas' appearance as a bullfighter early in the picture; a Hollywood night club scene and a trick photography sequence in which Cantinflas and Debbie Reynolds emerge from Dailey's wine jug when he uncorks it and do an inebriates' dance on his desk surface. Choreography in both of the latter sequences is notable.

The Las Vegas night club and gaming rooms sequence is a standout, also, as are those at the beautiful shore resort of Acapulco, and others in Mexico City and nearby. The photography does the utmost for the colorful, flower festooned Mexican scenes.

Many, no doubt, will find the production excessive in length since, with its variety of scenes and incidents, not all of them serve to advance the plot or help tell the story. They are incidental to it but are popular entertainment in their own right and it is easy to understand a director unwilling to eliminate them. Moreover, just as many are likely to rate them high points of the film.

Columbia has a finely made, wonderfully entertaining property in "Pepe" that is sure to be an important box office factor for a long time. Running time, 195 minutes. Release, special.

SHERWIN KANE

Committee Complete For Johnston Dinne

Completion of the general din committee for the testimonial banq which Compo is sponsoring in ho of Eric Johnston's 15th annivers as president of the MPAA was nounced yesterday by Russell Downing, dinner committee ch man, on receipt of acceptances fr Curtis Kenyon, president of Wrtiers Guild of America, West, I and Irving Dollinger, representing lied States Association.

The complete committee compri the following: Downing, chairm Ben Marcus, Abe Montague and S Pinanski, as members of the Com governing committee; Harry Bran president, ITOA; Leslie R. Schwar president, MMPTA; Albert M. Pick president, TOA; Sol A. Schwar chairman, ACE; Edward Emanu chief barker, Variety Clubs Inter tional; Herman Kenin, preside American Federation of Musicia Richard Walsh, president; IATSE; Frank Freeman, chairman of t board, Motion Picture Producers A sociation; Walter M. Mirisch, pre dent, Screen Producers Guild; K Englund, president, Screen Writ Branch, Writers Guild of Ameri West, Inc.; George Chandler, pre dent, Screen Actors Guild; Fra Capra, president, Directors Guild America, Inc.; Valentine Davies, pr ident, Academy of Motion Pict Arts & Sciences, Kenyon and Doll ger.

Marcus Loew's Circuit

(*Continued from page* 1)

one-time financial vice-president Marcus Loew's, resigned and w succeeded by L. A. Tisch, chairm of the executive committee of Loe Theatres, Inc. Another recent chan of interest in the Canadian set was the elimination of the advert ing department headed by Gerry C lins, who was returned to his o post of manager of the Uptown. T Uptown is rented to a company which the principals are Loe Theatres and Marcus Loew's stoc holders.

Eugene Picker, president of t parent company, revealed the co pany is looking for a hotel site Canada, as well as obtaining a the tre in Montreal. The one in that ci which bears its name is the propert of United Amusements.

Marcus Loew's financial repo gives the profit of the Yonge S theatres and the rentals from th Uptown as $239,268.

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Lesser Names New Group For Film and TV Museum

From THE DAILY Bureau

HOLLYWOOD, Dec. 20. — In a move to further plans for the Hollywood Motion Picture and Television Museum, Sol Lesser, chairman of the Los Angeles County commission for the museum, has appointed a public relations cabinet to act as an advisory body, particularly in relation to fund-raising activities of the Hollywood Museum Associates. Appointed to the cabinet were Jack Diamond, Universal publicity and public relations head, and McCullah St. Johns, political and motion picture publicist on the Columbia Pictures staff.

Argentina TV

(*Continued from page* 1)

veraged 250 persons per performance, as contrasted with 411 persons in the first half of the previous year. This trend is believed continuing in the current half, he said, and is attributed almost in its entirety to the increase in television viewers among the Argentinian metropolitan populations.

Financially, he said, the abrupt drop in attendance has meant little to theatre operators because admission prices have been increased, and offset it to a large degree. However, Olivera pointed out, when admission prices are stabilized during the next year, the attendance decline will be an increasingly serious problem for the industry there.

Olivera will be in New York through next week and hopes to arrange some distribution deals

TOA Sees No Early Start of Pay-TV Test

Even if the Zenith Phonevision-RKO General Hartford pay-tv test is approved by the Federal Communications Commission, it will not be able to get on the air in less than six months or a year, by its own admission, according to Theatre Owners of America's Bulletin.

TOA says it expects no FCC ruling for a month or longer, "and legal recourse is still possible" for exhibitors hereafter.

It also asserts that if the seven restrictions suggested for the test by the Broadcast Bureau are accepted by the FCC, "these restrictions would be enough to discourage most future applicants" for experimental pay-tv authorizations.

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AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

LELAND HAYWARD's production of "The Gershwin Years," which is CBSkedded for Sunday, Jan. 15 (8-9:30 P.M.) should prove a musicale extraordinary what with the fact that the host will be Richard Rodgers while the thrilling trilling will be offered by Ethel Merman, Eileen Farrell, Florence Henderson, Julie London and Maurice Chevalier. . . . ABC-TV mulling idea of presenting regular 2-hour sportscasts starting in the summer. . . . Myron McCormick, who scored in the WNTA's "Iceman Cometh," will guestar in January 18th seg of "Naked ABCity" . . . Robert Q. Lewis and Songstress Lillian Roth to co-star in "The Witness," which will be CBSeen Thursday, Dec. 29. . . . Exec Director Harold Klein of Film Producers Association wants it known that their ranks have been augmented with the election to membership of Gray-O'Reilly Productions, Marathon International Productions and 411 Sound Recording Studios (formerly RCA Victor subsidiary.) . . . Sal Mineo will be seen in the starring role of a Sicilian turncoat in Robert Alan Aurthur's dramatic special, "Cry Vengeance" Tuesday, Feb. 21 (10-11 P.M.) TVia the NBChannels. . . . With the acquisition of Klaeger Films by Transfilm-Caravel, Bob Klaeger becomes prexy of Film Production Division and a senior v.p. of the parent company. Transfilm-Caravel will move in February to new and larger quarters located at 445 Park Ave. . . . Didn't know till yesterday that Jay Johnson, research director and heard daily over WOR with Galen Drake, is the writer of the beautiful "Blue Christmas" just waxed on the DOT label by Keeley Smith. . . .

☆ ☆ ☆

Veep and Gen. Sales Mgr. Bob Rich of Seven Arts Associated Corp., has announced that purchases of its Warner Bros. post 50's by six new markets (WJAR-TV Providence, WTMJ-TV, Milwaukee, WMTW-TV, Portland, Maine, KTAR-TV, Phoenix, WBAY-TV, Green Bay, Wisc. and KSBT-TV, South Bend) totaling $250,000, brings the TV set count in 14 markets to almost 7 million. Some 26 of the 40 films in the package are in color. . . . Richard Boone starts the fifth season of the "Have Gun Will Travel" series in April. . . . Associated with BBDO since 1955, the talented Ben Allen has turned in several excellent originations which have earned the youthful exec kudos. His clever "Remember How Great" jingle (for Lucky Strike Cigs) will be the title of an upcoming Jack Benny program for that CBSponsor. Allen also is the cleffer of producer of the "Campbell Soup" and "Yellow Pages" jingles. . . . Warner Bros. have skedded the production of 26 one-hour episodes of a new telefilm series, "Las Vegas File," to be produced by Jules Schermer and set in and around the famed resort. Based on authentic records supplied by the Clark County (Las Vegas) sheriff's office and the L.V. Police Department, the series will be another "ABCrime Doesn't Pay." . . . Screen Gems is arranging a series of live P.A.'s for localized presentation of the popular Hanna-Barbera animated telefilms, syndicated by Screen Gems. . . . NBC's "Project 20" series may come up with another Award winner in "Life of Christ" which will be seen tonight (8:30-9 P.M.), produced by Don Hyatt whose other "Project 20" productions of "Mark Twain's America" and "Meet Mr. Abe Lincoln" earned "Emmys."

'Where' Has World Bow In Florida Tonight

Special to THE DAILY

FT. LAUDERDALE, Dec.. 20.— The world premiere of Metro-Goldwyn-Mayer's "Where the Boys Are" takes place at the Gateway Theatre here tomorrow night. Much of the romantic comedy was filmed on location here.

An audience of prominent national figures, society leaders, civic officials, and entertainment personalities will join stars Jim Hutton, Paula Prentiss, Maggie Pierce, Chill Wills, Frank Gorshin, producer Joe Pasternak, and George Wells, who wrote the screen play.

AMPA Has Its Annual Christmas Luncheon

Associated Motion Picture Advertisers held its annual Christmas Party luncheon at the Hotel Piccadilly in Times Square yesterday, with Robert Montgomery, president, presiding. Vincent Lopez was master of ceremonies, introducing several entertainers.

On the dais, among others, were: Arthur L. Mayer and Margaret Twyman, director of community relations for the Motion Picture Association. The luncheon, following the annual custom, was featured by the distribution of contributed Christmas gifts as door prizes.

SMPTE Chairmen For Meeting Set

The Society of Motion Picture and Television Engineers has announced selection of local arrangements committee chairmen for its 89th semi-annual convention to be held May 7-12, 1961 at the King Edward Hotel in Toronto. Theme of this convention, the first held outside the United States since 1923, is "International Achievements in Motion Pictures and Television."

The newly selected chairmen will be under the supervision of SMPTE convention vice-president Harry Teitelbaum of Hollywood Film Company, and local arrangements chairman Gerald G. Graham of the National Film Board of Canada.

Roger Beudry of Pathe-DeLuxe of Canada Ltd., vice-chairman of the local arrangements committee; Norman Olding of Canadian Broadcasting Corp.; E. Wally Hamilton of Trans-Canada Films Ltd.; A. H. Simmons of Braun of Canada Equipment Ltd.; and R. R. Epstein of the National Film Board of Canada, will serve as administrative assistants.

Ellis Charge of Short Subjects

Jim Bach and Don Clayton, both of Cinesound Ltd., will serve as auditors; and Ralph Ellis, Freemantle of Canada Ltd., will be in charge of motion-picture short subjects.

Other committees and their chairmen are as follows: Harold Bibby, Canadian Kodak Sales Ltd., hotel arrangements; Don Dixon, Canadian Kodak Sales Ltd., registration; Arthur Benson, Vision TV Filebooks, and Frank Young, Association of Motion Picture Producers and Laboratories of Canada, publicity; Jim Buist, Minnesota Mining and Manufacturing Co. of Canada, membership; Arthur Chetwynd, Chetwynd Films Ltd., banquet; Spence Caldwell, S. W. Caldwell Ltd., luncheon.

Also, Al Turnbull, General Sound and Theatre Equipment Ltd., public address, recording and projection: Kenneth S. Oakley, Bell & Howell Canada Ltd., exhibits; Mrs. A. L. Clerk, Alex L. Clark Ltd., hospitality; Frank Tate, Photo Importing Agencies Ltd., ladies program; Mrs. S. W. Caldwell and Mrs. F. L. Tate, co-hostesses; Ron Ringler, Du Pont of Canada Ltd., transportation; and R. S. Rekert, National Film Board of Canada, special assignments.

'League' to Kingsley

Kingsley International Pictures, has acquired the American distribution rights to "The League of Gentleman" a British comedy-thriller. An American premiere is set for January.

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Season's Greetings

to all our friends

in the entertainment world

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 119 NEW YORK, U.S.A., THURSDAY, DECEMBER 22, 1960 TEN CENTS

Exhibitor Victory

Admission Tax Hike Defeated At Baltimore

Would Have Increased Levy From ½ of 1% to 5%

Special to THE DAILY

BALTIMORE, Dec. 21—Maryland exhibitors have won their fight against coverage of Baltimore theatres in a proposed five per cent city sales tax. At a meeting here last night the city council dropped plans for an amusement tax hike from ½ of one per cent to five per cent.

Councilman William Schaefer, at a press conference following the meeting, said "the proposed increase in admission taxes is dead for sure."

At the same time Mayor J. Harold Grady acknowledged there had been

(*Continued on page 4*)

BBC Color TV Plan Rejected by Gov't.

From THE DAILY Bureau

LONDON, Dec. 19 (By Air Mail). —The British Broadcasting Corporation's plan to start a color television service and local sound broadcasts has been rejected by the Postmaster General. The government takes the view that decisions on such developments should await the report of the

(*Continued on page 5*)

Heffner Named Charlotte WB Branch Manager

The appointment of R. E. (Bob) Heffner as branch manager of the Warner Bros. office in Charlotte, N. C., has been announced by Charles Boasberg, the company's general sales manager. Heffner, who joined

(*Continued on page 4*)

TELEVISION TODAY—page 5

Merry Christmas

CEA Told Industry Will Build Future By Quality of Product It Presents

By WILLIAM PAY

LONDON, Dec. 19. (By Air Mail)—While the industry needs even more "rationalisation" it has also "the basis of a great entertainment," Lord Lucas of Chilworth told an industry gathering when he spoke as guest of honor at the annual dinner of the London branch of Cinematograph Exhibitors Ass'n.

"Your industry," he said, "will build its great future by the quality of the product it presents. And may I say this to you—I think one of the greatest mistakes the cinema industry makes today is to try to curtail and restrict its competition. There was

(*Continued on page 4*)

'Pepe' Bow Raises Over $30,000 for Foundation

The world premiere of "Pepe," the George Sidney-Posa International production for Columbia Pictures release, at the Criterion Theatre last night raised more than $30,000 for the radiation pavilion of New York University's Bellevue Medical Center. The benefit was sponsored by the Lila Motley Cancer Foundation.

Prior to the premiere of the film a special reception was tendered at the Voisin Restaurant in honor of the benefit and the Lila Motley Cancer Foundation.

After the reception, Cantinflas, star

(*Continued on page 4*)

Topics, Chairmen Set For SMPTE May Confab

Topics and topic chairmen for the 89th semi-annual convention of the Society of Motion Picture and Television Engineers have been announced. The convention, which will take place May 7-12, 1961, at the King Edward Sheraton Hotel in Toronto, Canada, will have as its theme: "International Achievements in Motion Pictures and Television." Rodger J. Ross, Canadian Broadcasting Corporation in Toronto, is program chairman of the convention.

The topics selected and the topic chairmen who will be in charge of

(*Continued on page 5*)

Arena Succeeds Meade In Shea Buffalo Post

Special to THE DAILY

BUFFALO, N.Y., Dec. 21. — Edward F. Meade, in the theatrical business in Buffalo for 32 years, has resigned the management of Shea's Theatres here and at Niagara Falls to establish his own promotion business.

Meanwhile, Meade has been suc-

(*Continued on page 5*)

Johnston African Trip Described to Eisenhower

From THE DAILY Bureau

WASHINGTON, Dec. 21. — Eric Johnston, president of the Motion Picture Association, reported to President Eisenhower today on his trip through Africa.

His comments were substantially the same as given previously to motion picture executives and to the trade press.

Case Digest

Block-Booking Is Not Illegal, Levy Declares

Cites TV Trust Case Edict; Conditioning Determines

Distributors may legally offer films in blocks, whether to theatres or television stations, Herman Levy, Theatre Owners of America general counsel, asserts in commenting on the recent Federal court decision in the Department of Justice anti-trust suit which found six distribution companies had conditioned the sale of some films on the sale of others and enjoined them from continuing the practice.

Levy points out that there is nothing in the Paramount case decree, of the anti-trust laws, to prohibit the

(*Continued on page 2*)

NT&T Sets Subsidiary For Community-TV Plan

From THE DAILY Bureau

HOLLYWOOD, Dec. 21.—Formation of National Amusement, a division of National Theatres & Television, Inc., which will be headed by Samuel P. Norton as president, has been announced by B. Gerald Cantor, NT&T president. The move was third in a series of steps taken recently to strengthen operations

(*Continued on page 5*)

Melniker Resigns Post With MGM International

The resignation of William Melniker, director of theatres for Metro-Goldwyn-Mayer International, Inc., was announced yesterday. Melniker will return to the practice of law in New York, specializing in foreign trade.

Melniker began his overseas film

(*Continued on page 4*)

Merry Christmas United Artists

PERSONAL MENTION

SOL A. SCHWARTZ, president of RKO Theatres, accompanied by MRS. SCHWARTZ, will leave New York today for Los Angeles.

•

JOSEPH E. LEVINE, president of Embassy Pictures, has returned to his desk following minor surgery at Peter Bent Brigham Hospital, Boston.

•

JOSEPH HAZEN, producer-partner of Hal Wallis, has arrived in Hollywood from New York for conferences at the Paramount studio.

•

PRESTON TISCH, president of Loew's Hotels, Inc., and CHARLES E. KURTZMAN, general manager of Loew's out-of-town theatres, were in Atlanta from New York.

•

M. A. LEVY, branch manager for 20th Century-Fox in Minneapolis, has left there with MRS. LEVY for Fort Lauderdale, Fla.

•

ELIZABETH TAYLOR will leave New York today for London.

J. P. Papayanakos, 84, Pioneer Exhibitor, Dies

Special to THE DAILY

GOUVERNEUR, N. Y., Dec. 21.—Greek Orthodox services have been held here for James P. Papayanakos, 84, an exhibitor in Upstate New York for 52 years and active in the industry until he suffered the illness which caused his death. Following the funeral services interment took place in Elmwood Cemetery.

Papayanakos entered the industry by opening a nickelodeon, the Happyland, in Watertown, later building the Olympic there. He then shifted operations to Potsdam and Gouverneur, while his brother, Alec, moved into Canton. At the time of his death the deceased owned the Gralyn here, also the Roxy and the Hi-Way Drive-in, Potsdam.

In addition to his brother, now living in Greece, Papayanakos is survived by three nephews: Peter, John and Nicholas, all exhibitors.

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Requiring Court to Look at Old TV Films Ruled A 'Fate Too Horrible to Contemplate'

A humorous sidelight in U.S. District Court Judge Archie O. Dawson's decision in the government's suit charging six film distributors with illegal anti-block booking of films to television is aired in a digest of the case prepared by Herman Levy, Theatre Owners of America general counsel.

Discussing the court's denial of the government's petition for renegotiation of tv film contracts involving block-booking, Levy says the court stated that the decreeing of renegotiation would call upon the court to devote a substantial part of its time to viewing pictures on television in attempting to reach values for them.

As to this the court stated by way of a footnote:

"To require this court to view hundreds of television films, when the judge who tried the case will not even have a television set in his own home, seems like a fate too horrible to contemplate."

Block-Booking

(*Continued from page* 1)

distributors from licensing feature films in blocks or in groups.

It is only when the offer of such blocks or groups is conditioned one upon the other that the practice is illegal, Levy points out.

"A distributor may not legally compel a purchaser to buy a block, nor a group. And a purchaser may not legally compel a distributor to sell him its product in a block, or in a group," he says.

Five Defendants Listed

Defendants in the government's television film case included Loew's, C and C Super Corp., Screen Gems, National Telefilm Associates, Associated Artists Prods. and United Artists. The court ordered injunctive relief prohibiting the defendants from conditioning the license of one television film on the licensing of another television film.

However, the court denied the government's petition to require the defendants to renegotiate the existing contracts on a picture-by-picture and station-by-station basis, stating that such an order "would be without legal foundation."

The court felt that this matter would best be handled by private litigation, rather than an injunction compelling renegotiation, Levy said.

Stresses Edict's Importance

The TOA counsel calls the decision "of prime importance to the motion picture industry" but says, "However, the impacts on motion picture theatres from the elimination of block-booking to television, and from the granting to television of the privilege of selectivity, cannot be appraised at this time, there are involved too many economic factors, such as the laws of supply and demand, the needs of television, etc., to permit sound judgment."

The decision's effect on post-1948 film sales to tv, if there is no appeal, Levy expects will be that the defendants will heed the court's suggestion that "we would not want the defendants to follow certain of the procedures which they followed with reference to the pre-1948 films and which are found in this opinion to be violations of the anti-trust laws."

This would mean, Levy says, "an end to block-booking deals, and the granting to television stations of the privilege of selecting and of negotiating for only those pictures which they want."

CEA Boycott Against James Woolf Withdrawn

From THE DAILY Bureau

LONDON, Dec. 21. — Officers of Cinematograph Exhibitors Ass'n., named in a suit by James Woolf, managing director of Romulus Films, have agreed to withdraw a boycott resolution against him. They have also agreed to withdraw a letter written to Jack Warner, president of Warner Bros., telling him that CEA members will not book films with which the Woolf family is concerned.

The CEA boycott against John Woolf, brother of James, will stand, however, CEA officials said. Woolf and Daniel Angel are under CEA boycott because of their sale of feature films to television.

A spokesman for Romulus Films said the development should pave the way for settlement of the action taken by James Woolf against CEA.

Walsh in Coast Talks

HOLLYWOOD, Dec. 21.—Richard Walsh, IATSE international president, stopped here enroute from Hawaii to New York, to hold brief meetings with Charles Boren, vice president of the Association of Motion Picture Producers, and business agents of IA studio locals, as well as Ralph Clare, chairman of the basic crafts committee, in preparation for the union's basic agreement demands at bargaining sessions commencing Jan. 9.

Walsh is expected to return here at that time to expedite negotiations.

Looks Like 'Frisco For Bow of 'Assisi'

Special to THE DAILY

SAN FRANCISCO, Dec. 21. — There was every indication here today that 20th Century-Fox's CinemaScope production of "Francis of Assisi" will have its world premiere in the city named after the Thirteenth Century saint.

Shooting of the Plato Skouras production is now being completed in Spain, said Adrain Awan, 20th-Fox exploitation manager, who has been in the city for the past week for a series of conferences with Mayor George Christopher and other civic, business and church leaders.

"The major portion of the film has been completed," Awan said, "and was filmed in Italy, mostly in the town of Assisi, the birthplace of Saint Francis. It will be ready for release early in the spring.

Won't Confirm Deal

However, Awan refused to confirm reports in the local press that the deal has been set for San Francisco and said his visit here was purely exploratory to determine what the city will do in exploiting the premiere sought by Mayor Christopher from his political and personal friend, Spyros P. Skouras, president of 20th Century-Fox.

"Cities all over the United States and Europe have bid for the premiere," Awan said, and added, "one of them is Rome."

Meanwhile this city is taking it for granted the picture will open here. Today Mayor Christopher appointed Irving M. Levin, the International Film Festival founder and director, to head a citizens committee which will start immediate plans for a three-day celebration focusing on the city's namesake and the anticipated world premiere.

'Lace' in 70 Theatres

Universal - International's "Midnight Lace" will open in more than 70 theatres in the Greater New York area next Wednesday for the New Year's weekend holiday, backed by an all-out advertising, publicity and promotion campaign being developed by Universal. The companion feature with "Lace" will be U-I's "College Confidential."

No Paper Tomorrow And Monday for Holiday

MOTION PICTURE DAILY will not be published tomorrow and Monday in observance of the Christmas holiday.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Puhlisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is puhlished daily except Saturdays, Sundays and holidays, hy Quigley Puhlishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cahle address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Suhscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.



Dear American Airlines:
Your passenger service reflects outstanding selection of personnel. The neat and efficient young ladies in front of the counters are a credit to a company who cares about the customer
M. J. McDonough

UNSOLICITED IN-FLIGHT LETTER FROM M. J. MC DONOUGH EQUIPMENT SALES DIVISION, AMERICAN CAN CO

Our Passenger Service Representatives, Mr. McDonough, are another reason why American Airlines is the *first choice of experienced travelers.* They are "goodwill ambassadors"; experts to the tips of their prim white gloves, roving information specialists who smooth your journeys with a smile.

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PEOPLE

Leslie G. Taylor, formerly general manager of the aviation divisions of Kelsey Hayes Co., Detroit, is joining the Glen Alden Corp., parent company of RKO Theatres, as vice-president in charge of all manufacturing operations. He also has been elected a member of the board of directors.

Additionally, **Albert A. List,** Glen Alden president, has announced that **Thomas J. Rowe,** formerly financial vice-president and treasurer of Knox Class Co., will join G. A. as vice-president and treasurer; also that **Austin List,** G. A. director of purchases and assistant to the president, has been designated a vice-president.

□

Justin A. Menus, who has been associated with the law firm of Colton, Callanz and Fernbach, has joined the legal staff of Metro-Goldwyn-Mayer, Inc.

□

Ann Straus, who for 15 years was with the MGM studios at Culver City, Cal., handling fashions, promotion and exploitation, has been retained by Cleary-Strauss & Irwin to handle special national magazine and promotion assignments, working out of the public relations firm's New York office.

Companies Close Early For Christmas Holiday

Member companies of the Motion Picture Ass'n. will close their offices early tomorrow in advance of the Christmas holiday weekend. The offices, including MPA, will close at 1:00 P.M. They will also be shuttered all day Monday, Dec. 26.

Admission Tax

(*Continued from page* 1)

"very substantial opposition to the tax increase on amusement admissions."

A compromise tax program, coupled with some budget cuts, is still subject to approval by the council.

Maryland exhibitors had united in a drive against the tax with Maryland Theatre Owners Ass'n., a Theatre Owners of America affiliate, joining for that purpose with the Maryland Allied States unit.

Glen Alden Dividend 10¢

The board of directors of the Glen Alden Corp., parent of RKO theatres, yesterday voted a regular quarterly dividend of 10 cents per share on its common stock, payable Jan. 13, 1961, to holders of record at the close of business on Dec. 30, 1960.

BOX OFFICE FLASH!

More than 3,700,000 mothers and fathers with over 4,250,000 children, have heard the exciting news—

CINDERELLA

Paramount's fabulous, colorful version of one of the world's most beloved stories, featuring Jerry Lewis and co-starring Ed Wynn, Judith Anderson and Anna Maria Alberghetti...

awarded

The Parents' Magazine Family Medal



for the Best Film in December

To families with children all over the nation, this means

"DON'T MISS IT!"

Bob Hope, Others To Tour Caribbean

Bob Hope will entertain United States servicemen in the Caribbean over the Christmas holidays, marking his 19th Christmas away from home to entertain military personnel and his ninth Yuletide tour of American overseas bases. Hope left from Los Angeles' Lockheed Airport this week and will return to the same field Thursday, Dec. 29.

Joining Hope for the 10-day trip covering 12 military bases will be top Hollywood and entertainment world personalities including Zsa Zsa Gabor, Andy Williams, Janis Paige, Jerry Colonna, Anita Bryant, Peter Leeds, and Les Brown.

Will Visit Canal Zone

On Christmas Day the Hope troupe will be entertaining Navy and Marine personnel stationed at Guantanamo Bay, Cuba. The most distant base from continental U.S. to be visited will be Fort Kobe on the Pacific side of Panama Canal Zone, and the nearest will be at Eleuthra, a tracking station along the guided missile testing route.

In addition to spreading Christmas cheer to GI's away from home, Hope will film portions of his next "Bob Hope Buick Show," scheduled to be broadcast on the NBC-TV Network, Wednesday, Jan. 11 (9-10 P.M. EST). The show, in black and white will pre-empt "Perry Como's Kraft Music Hall" color program that night.

The Yule tour, co-sponsored by the Department of Defense and the USO Show Program and co-ordinated by the Armed Forces Professional Entertainment Branch, marks the first time Hope has entertained extensively in the Caribbean. Last year he toured Alaskan bases and in 1958 he entertained troops in North Africa and Europe.

CEA Informed

(*Continued from page* 1)

never a bigger mistake ever made in any industry. You have got to succeed by your own enterprise and by your own virtues, by the quality of your own product and not by handicapping your competitors. If you do that, nothing will stand in your way."

The cinema industry, concluded Lord Lucas, can provide an entertainment this country wants so badly.

Earlier, chairman of the branch, independent exhibitor Charles H. V. Brown warned of the threat of Toll-tv. "Quite clearly," he said "this is something that we exhibitors have got to try to stop. Obviously, if this becomes widespread, cinemas as we know them today will become just a memory, and a great many small exhibitors will be forced out of business."

However, he added, some of the best brains of the CEA are watching this very closely and exhibitors can be assured that they will do their best to try to combat "this new menace to our existence."

Kennedys Ask Private Showing of 'Where Boys Are

From THE DAILY Bureau

WASHINGTON, Dec. 21. — President-elect Kennedy and his family have asked for a private showing of MGM's "Where The Boys Are." Kennedy, now in West Palm Beach was unable to attend the world premiere of the film today at the Gateway Theatre in Fort Lauderdale, even though Mitchell Wolfson had arranged to let the Kennedy family and their young children use the "cry" room of the theatre.

Bow of 'Pepe'

(*Continued from page* 1)

of "Pepe," received an award at the Criterion Theatre from the chamber of commerce of Latin America in the United States. Presenting the citation to Cantinflas because of his efforts as good-will ambassador through such films as "Pepe," was A. H. Borden president of the group, and Hernando Ramirez, general secretary. The award was covered through the short-wave facilities of WRUL, which aired the proceedings throughout Latin and South America.

Melniker Resigns

(*Continued from page* 1)

career in 1927 when he went to Brazil to check business conditions and M-C-M theatre interests there. The following year he became manager of Brazil. In 1930 he was appointed general manager for South America working out of headquarters in Rio de Janeiro.

He was transferred to the home office in 1937 to organize the theatre division which he has headed ever since.

Heffner Named

(*Continued from page* 1)

Warner Bros. in 1951 and has been branch sales manager since 1959, will assume his new duties on Jan. 1.

He will succeed J. W. Kirby, who has resigned to become general manager of H. B. Meiselman Theatres, local circuit.

Benefit Premiere Today For 'Spartacus' in S.F.

Special to THE DAILY

SAN FRANCISCO, Dec. 21. — Work was finished yesterday on installation of a new projection room at the United Artists Theatre for tomorrow's bow of "Spartacus." While the theatre underwent a $250,000 renovation less than 18 months ago, manager Bud Tapper said the new projection room had to be completely rebuilt at a cost of $50,000 to accommodate the 70mm. film and stereo sound of the Bryna production.

The United Artists has been dark since Dec. 7. Tomorrow's hard ticket opening was sold out weeks ago for a charity benefit.

TENT TALK

Variety Club News

ALBANY, N. Y., Dec. 21. – Following the election by Variety Club members of an 11-man crew, the latter chose G. Brandon Donahue as chief barker for 1961. Donahue, vice-president of First Trust Company, had served a year as second assistant chief barker. Jack Spitzer was named first assistant chief barker, and David Rosen, of Stanley Warner-owned WAST-TV, as second assistant. Geoff Davis, WOKO personality, was elected dough guy; Alfred G. Swett, Stanley Warner district manager, press guy.

Elias Schlenger, Fabian division manager, who had served two terms as first assistant chief barker, declined reelection.

Other crewmen selected were: Charles L. Mooney, of the Knickerbocker News; Albert J. Bearup, of the Times-Union; Alan V. Iselin, president of Tri-City Drive-in Theatres; Gene Teper, Edward Rothbard and Lester Kommit.

BBC Color-TV

(*Continued from page* 1)

Pilkington Committee, which is not expected before the conclusion of next year.

The government's Television Advisory Committee, on which the BBC is represented, has already advised against introducing color tv on the near future on Britain's 405-line system. Deep disappointment at this decision is expressed by the BBC, which has spent many years developing a compatible color television system on 405-lines.

A changeover to the improved 625-line system would probably take at least six years.

Arena Named

(*Continued from page* 1)

seeded as manager for Loew's, Inc. which took over the operation of Shea Theatres in the 1940s, by Frank Arena, Cleveland, a 20-year veteran of Loew's, who has managed theatres in Boston, Chicago, Pittsburgh, Houston and Jacksonville.

Four Houses Included

Arena established Loew's first Chicago drive-in and recently supervised the construction of a new Miami Beach theatre. The theatres Arena, takes over from Meade are, the Buffalo, Teck, Elmwood and Bellevue in Niagara Falls.

Preview for 'Young One'

Luis Bunnel's new picture, "The Young One," will be given an invitational showing by The Museum of Modern Art here on Thursday evening, Jan. 12. A champagne reception will follow. The preview of the film, winner of "extraordinary mention" at the Cannes Film Festival of 1960, will precede its world premiere at the Victoria Theatre on Broadway.

Television-Radio Ratings Control Bill Pre-Filed at Albany; Was 'Killed' Once

Special to THE DAILY

ALBANY, N. Y., Dec. 21.—Assemblyman A. Bruce Manley, Chautauqua County Republican, has pre-filed the television-radio ratings control bill which won considerable attention and provided sharp debate before it was recommitted to the Lower House Rules Committee as the Legislature adjourned last spring. The measure, which underwent prolonged maneuvering, had passed the Assembly on Mar. 16, but the vote was reconsidered, and eventually the proposal was "killed."

Amending the Penal Law, the bill declares, "It shall be unlawful for any person, firm or corporation to issue, for sale or otherwise, for the purpose of influencing the sale of advertising, any announcements or ratings concerning the percentages or numbers of listening or viewing audiences of any radio or television station or program, without also stating exactly the manner in which such percentages or numbers are obtained."

Requirements Listed

"Such statements," the measure continues, "shall include, but not be limited to, a description of the method used, the numbers of persons contacted, the times and dates when conducted, the location of such persons and the exact area covered by the poll." It outlines enforcement procedures.

Assemblyman Manley, who has again pre-filed a bill for the censorship of televised programs (with certain exceptions) and of televised films, contended at the last legislative session that the rating and poll organizations exercised, in effect, a "life and death control" over the continuance of video shows, especially on the networks.

He claimed "projections" were based on relatively small samplings; that the end result was "not in the public interest."

Letters Introduced

During the floor debate—often sharp but occasionally humorous—Manley read letters from radio and television stations in various parts of the country (one from an Albany radio outlet) supporting his bill. He quoted Walter Winchell among those criticizing tv polls and ratings.

Opponents of the bill raised various arguments, one being the subject matter was properly that for Federal study and Federal legislation, if this be deemed necessary. Manley reported a "lobbyist" had been at the Capitol, working against passage of his bill.

TV Engineers Elect Silva As President

John Silva, KTLA's chief engineer, has been elected president of the Society of Television Engineers for 1961. Silva will assume the duties of the office on Jan. 1.

Silva is the inventor of the Telecopter, the only airborne television remote unit, and TV-ola, which allows frame-by-frame editing of videotape.

20th-Fox Stock Feature In Value Line Promotion

In a special section of the "Sunday New York Times" of Dec. 18 to outline services of the Value Line Investment Survey, the stock advisory concern selected 20th Century-Fox as an example of how it operates.

The Value Line report on 20th-Fox discussed recent developments and prospects for the company and its stocks and noted that company earnings are "now pointing upward." The film company was selected as an example from over 100 listed stocks.

SMPTE Meet

(*Continued from page* 1)

selecting papers for presentation at the convention are as follows: Ivor Lomas, Graphic Films Ltd., cinematography; Rolf Epstein, Sound Division, National Film Board of Canada, film and television in education; Eric C. Johnson, Motion Picture Film Dept., Eastman Kodak Company, film projection equipment and practices; Allan L. Sorem, Research Labs., Eastman Kodak Company, image-forming systems; Morton Sultanoff, Ballistics Research Labs., Aberdeen Proving Ground, instrumentation and high-speed photography, Harold Jones, Professional Motion Picture Dept., Ansco, laboratory practices; John Flory, advisor, non-theatrical films, Eastman Kodak Company, new developments in 8mm; Kenneth MacKenzie, McCurdy Radio Industries, Ltd., sound recording and reproduction; Charles Anderson, Ampex Professional Products Company, standards and standardization; R. E. Putman, Industrial Electronics Division, General Electric Company, television equipment; John Stott, Eastman Kodak Company, television film; Helmut Berger, Robert Lawrence Productions (Canada) Ltd., television recording; and Harold Wright, Canadian Broadcasting Corp., television studio practices and station operation.

Equipment Show Slated

An equipment exhibit will accompany the 89th convention.

Hittleman to Showcase

HOLLYWOOD, Dec. 20. – Hal Roach, Jr., and Carroll Case have signed Carl K. Hittleman to produce two pictures for Showcase Enterprises. Films are "Jesse," which starts at the Roach studios on Jan. 17, and "Billy" to follow.

Roach and Case plan also a third film, "Pirate Women," to be shot in January.

McMann to Direct Trans-Lux TV Plan

The appointment of Renville McMann to direct the expansion of the Trans-Lux Corp. in a closed-circuit television for industrial and commercial firms and for such institutions as schools and hospitals in announced by Percival E. Furber, chairman of the board.

McMann, a pioneer in the field and responsible for multi-circuit installations for such diverse companies as American Airlines and the Wall Street firm of Goodbody and Company, will be in charge of closed circuit tv equipment as a sales engineer working under Aquila Giles, vice-president of Trans-Lux.

First of Several Steps

The appointment, according to Furber, is the first in a series of steps being planned by Trans-Lux to (1) widen and supplement its current services and facilities for its brokerage clientele and (2) undertake an educational as well as a sales program for the organized closed-circuit division.

NT&T Subsidiary

(*Continued from page* 1)

through creation of integrated operating divisions. Previously announced were the Formation of the National Theatres division, operating the company's nation-wide chain of theatres, and the National Realty division, which will develop the company's real estate assets.

Norton previously was director of special projects for NT&T.

National Amusement will operate the company's recently enlarged community antenna television system in Williamsport, Pa. This system is the largest in the United States, with over 12,800 subscribers.

Under the new division also will be NT&T's installation at Pacific Ocean Park, as well as the exhibition and distribution of Cinemiracle productions.

Atlantis Orders Discs

Atlantis Films, Inc., distributors of the Laurent Films' double bill, "Prisoners of the Congo" and "The Amazing Mr. Callaghan," has placed an initial order of 25,000 records of songs taken from each sound track to be used for local theatre promotion, it was announced by Harold L. Spero, general sales manager of Atlantis. Platters, to be given to exchange territory distributors, will be pressed in 45 rpm. Top side will feature "Song of the Congo," from the track of "Prisoners of the Congo," backed by "Do You Understand," from "The Amazing Mr. Callaghan."

Fox Gets B.B. Film

"Only for Love,' starring Brigitte Bardot, has been acquired by 20th Century-Fox for distribution in all English-speaking countries.

20TH'S BIG, BIG PROMOTION FOR "THE LITTLE SHEPHERD OF KINGDOM COME"

Starring Favorite

JIMMIE RODGERS

Jimmie Rodgers Title Tune Recording on Roulette Out Now!

Civil War Centennial At Peak Interest—Look Magazine Article Most Popular Ever!

Extensive Tour Made By RODGERS To Plug Picture!

Special Promotion Records FREE Featuring Jimmie Rodgers Himself!

Large Assortment of Consumer Ads Stress Multiple Selling Assets!

TV and Radio Spots Powerful Salesmen!



Play JIMMIE RODGERS In His Film Debut!

starring
JIMMIE RODGERS
LUANA PATTEN
CHILL WILLS
co-starring
LINDA HUTCHINGS

Produced by MAURY DEXTER
Directed by ANDREW V. McLAGLEN
Screenplay by BARRE LYNDON

COLOR by DE LUXE
CINEMASCOPE

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 120 NEW YORK, U.S.A., TUESDAY, DECEMBER 27, 1960 TEN CENTS

March 20, in Fla.

Expect Record In Theatre-TV For Title Bout

3d Patterson-Johansson Match Open to Both Coasts

New gross records are being predicted for the theatre television of the third meeting between Floyd Patterson and Ingemar Johansson for the world heavyweight title at Miami Beach next March 20.

The predictions are based on the fact that for the first time the entire East and West Coasts will be available for closed circuit televising of the fight. Both previous meetings of the two contenders were held in New York with the huge metropolitan area for a radius of 50 miles, blacked-out for theatre tv in order to minimize effects on attendance at the ring.

Both New York and Los Angeles had been in the bidding for the return title bout, and the fact that the choice of either would mean a blacking-out

(*Continued on page 4*)

First of Four Variety International Meets Set

The first of a series of four regional meetings which will bring together all newly elected chief barkers of the 46 tents of Variety Clubs International is to be held in the Beverly Hilton Hotel in Los Angeles on January 3.

Edward Emanuel of Philadelphia,

(*Continued on page 3*)

MGM to Film Five In London in '61

From THE DAILY Bureau

HOLLYWOOD, Dec. 26--A modern version of Ibsen's classic, "Hedda Gabler" heads a schedule of five productions set for 1961 by MGM's Elstree Studio in London, it was announced by Studio Head Sol C. Siegel, following a week of conferences with Laurence Bachmann.

Bachmann, Siegel's representative

(*Continued on page 3*)

TELEVISION TODAY—page 5

Importance of Profitable Pictures Is Stressed in Investment Stocks Report

With motion picture stocks at or near their highs of a decade, investors are reminded by Wall Street's Bache & Co. that the "common meeting ground of film companies is still the production and distribution of motion pictures."

The brokerage company's report on the seven major companies notes that that underlying fact "seems to have been neglected in some cases," what with land and tv film sales, diversification and "speculation about pay-tv."

"Although all in the same industry, film companies today are quite different in their current business deal-

(*Continued on page 4*)

Leo Jaffe Is Chairman Of Federation Division

Leo Jaffe, Columbia Pictures first vice-president and treasurer, was named chairman of the amusement division of the Federation of Jewish Philanthropies at a luncheon meeting held at the Columbia home office last week. Samuel Rosen, executive vice-president of the Stanley Warner Corp., introduced Jaffe on behalf of the motion picture division and Federation.



Leo Jaffe

Jaffe extended the group's appreciation to Arthur B. Krim, president of United Artists, the 1959 chairman, and to Herman Robbins of National Screen Service, who was guest of honor of the industry dinner last year.

At the luncheon meeting, plans were discussed and formulated for future fund-raising activities.

In attendance were A. Schneider, Columbia president; Barney Balaban, Paramount president; Leopold Fried-

(*Continued on page 2*)

Bid All U.S. Drive-In Men to TD-ITOA Meet

Special to THE DAILY

DALLAS, Dec. 26.—For the first time, the directors of Texas Drive-In Theatre Owners Ass'n. have extended an invitation to owners and operators of all the 5,200 drive-in theatres in the United States to attend its annual convention, to be held at the Sheraton Dallas Hotel here, Feb. 7-

(*Continued on page 3*)

Link High Living Costs To Ticket Price Hike

From THE DAILY Bureau

WASHINGTON, Dec. 26.—Higher motion picture theatre prices contributed to the rise in the cost of living to 127.4 per cent of the 1947-49 average during November, the Bureau of Labor statistics reports.

Prices for reading and recreation

(*Continued on page 3*)

Five Scroll of Honor Winners Are Selected in Competition for Quigley Showmanship Awards

Five Scroll of Honor winners were selected from among some 60 exploitation campaigns submitted by showmen from all over the world for judging for the combined first and second quarters of the 1960-'61 competition for the Quigley Awards of the Managers' Round Table.

The winners in the judging, details of which appear in the current issue of "Motion Picture Herald," are Nyman Kessler, DeWitt Theatre, Bayonne, N.J.; J. F. Conway, Lyceum Theatre, Sydney, Australia; Don Baker and Joel Poss, Loew's 170th Street Theatre, Miami Beach, Fla.; Alexander Pluchos, RKO Keith's Theatre, White Plains, N.Y., and Robert M. Richards, Majestic Theatre, Melbourne, Australia.

The judges were Charles E. Kurtzman, Loew's Theatres executive in charge of out-of-town theatre operations; Jerome M. Evans, eastern promotion manager for Universal-International, and Jerry Levine, Columbia Pictures' advertising manager.

$7 Per Share

U's 1960 Net Estimated at $6,000,000

Would Be All-Time High In History of Company

Universal Pictures earned about $6,000,000 in its 1960 fiscal year ended Nov. 1, last, according to estimates of financial observers. The indicated result compares with net of $1,031,000, or .95 per share on 1959 operations, and $4,698,000, or $5.02 per share, after a special credit reflecting proceeds from the sale of the company's studio property.

The estimated result for 1960 approximates $7 per share on the 888,390 shares outstanding, and would be an all-time earnings record for the

(*Continued on page 3*)

Arwin, Columbia Sign $26 Million Film Deal

From THE DAILY Bureau

HOLLYWOOD, Dec. 26.—Martin Melcher, president of Arwin Productions, the Melcher-Doris Day independent company, has concluded negotiations with Samuel Briskin, Columbia Pictures' vice-president in

(*Continued on page 2*)

Pathe-America Ups Budget On 'Companions' $150,000

From THE DAILY Bureau

HOLLYWOOD, Dec. 26. — Upon the recommendation of the joint Pathe-America Corp.—Theatre Owners of America committee, Pathe-America has allocated an additional $150,000 to the $1,000,000 budget for "The Deadly Companions," first on the company's 12-picture schedule for 1961.

The added money means that the picture, which stars Maureen O'Hara, will be filmed in Pathe color instead of black-and-white. Shooting begins in Tucson, Ariz., in mid-January. A six-weeks schedule is set.

PERSONAL MENTION

RAY SCHMERTZ, 20th Century-Fox branch manager in Cleveland, is in Florida on vacation.

•

CHARLES PATTI, M-G-M sound expert, is in the Northern Ohio area checking theatre sound equipment prior to several openings of "Ben-Hur" in that territory.

•

LESTER WURTELE, Columbia Pictures branch manager in Philadelphia, is recuperating at his home there from a heart attack.

•

GARY COOPER has returned to Hollywood from London where he completed filming of "The Naked Edge" for United Artists release.

•

GREG MORRISON, 20th Century-Fox publicist, is in Portland, Ore., for meetings with branch manager CHARLES F. POWERS and regional advertising-publicity manager WARREN SLEE on promotional activities for the 1961 product.

•

DICK BROOKS, Embassy Pictures' press liaison, is in Mexico from here for a two-week business-vacation trip.

•

WILBUR M. BRIZENDINE, general manager of Schwaber Theatres, Baltimore, sailed last week with MRS. BRIZENDINE aboard the S.S. Atlantic for a Mediterranean cruise.

•

RONALD I. RICHARDSON and his bride have left Albany, N. Y., on a honeymoon trip around the world. She is the daughter of HAROLD GABRILOVE, former chief barker of the Albany Variety Club and president of RTA Distributors, Inc.

ABC Vending Div. 25¢

ABC Vending Corporation has declared a regular quarterly dividend of 25 cents on the common stock, payable on Feb. 25, 1961, to stockholders of record Feb. 10.

NEW YORK THEATRES

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"THE SUNDOWNERS"
A WARNER BROS. PICTURE in TECHNICOLOR®
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

MGM Enters into Co-Production Deal with Cipra Co. of Paris for Films in French, English

Metro-Goldwyn-Mayer has entered into a co-production agreement with the Cipra Company of Paris to produce a group of major pictures in both French and English. Under the agreement with Cipra, headed by producer Jacques Bar, MGM will also hold the world-wide distribution rights to the films.

The first project under the co-production deal will be Noel Coward's "Private Lives" to star Brigitte Bardot. Production is planned to begin in Paris early next year.

Currently, Jacques Bar is producing "Bridge to the Sun," starring Carroll Baker and James Shigeta, for MGM release. This film is separate from the new agreement as is another Bar-produced film, "Murder at 45 R.P.M.," a French melodrama, for which MGM holds world distribution rights.

Jaffe Chairman

(*Continued from page* 1)

man of Loew's; Herbert L. Golden, United Artists vice-president; Burton Robbins, president of National Screen Service; Robert S. Benjamin, chairman of the board of United Artists; and Si Fabian, president of the Stanley Warner Corp.

Others attending the meeting included Leon Goldberg; Irving H. Greenfield; Saul Horowitz, Jr.; Arthur Israel, Jr.; Howard Minsky; Adolph Schimel; and Samuel Schneider.

Arwin, Columbia

(*Continued from page* 1)

charge of West Coast operations, for a $26 million production deal, it was reported.

Involved in the major transaction are a group of eight top-budgeted films, four of which will be Doris Day starring vehicles under the Arwin banner.

David Miller Engaged

Services of David Miller, director who reined Doris Day's current release, "Midnight Lace," are also tied into the deal, wherein he will direct for producer Melcher the four remaining commitments as well as one or more of Miss Day's pictures.

The pact, which is non-exclusive, will have as its initial project Doris Day starring in "Roar Like a Dove," which will be put into a screen play by Norman Krasna from the London stage hti. Richard Quine will direct.

Negotiations are also reported underway regarding a possible merger of music company subsidiaries of Arwin Productions and Columbia's Colpix.

'Exodus' Does $49,000

Otto Preminger's "Exodus" grossed a big $49,000 in its first week at the Warner Theatre here, playing to capacity audiences in all of its 14 performances, according to United Artists.

John Connolly, Dies; USIA Film Div. Head

John Stoddard Connolly, chief of the domestic motion picture division of the United States Information Agency, died here Thursday at the age of 73.

Connolly, who lived in Larchmont, N.Y., served as Washington representative of the Motion Picture Producers and Distributors Association from 1919 to 1927. He then became European director of the American Newsreel Company.

He was appointed chief of the newsreel division of the Office of Inter-American Affairs in 1941. Connolly transferred to the State Department in 1945 and became its newsreel liaison representative of the International Motion Pictures Service. Connolly joined the U. S. I. A. in 1952, becoming head of the domestic motion picture division the next year.

Trumans Will See New Columbia Film Today

Former President Harry S. Truman and Mrs. Truman will visit the home office of Columbia Pictures this morning to attend a special screening of William Goetz's "Cry For Happy." The Trumans will be the guests of George Campbell, former Naval officer, who authored the novel upon which the Columbia release is based.

They will view the picture at 10 A.M. in the company of Campbell and Columbia executives.

Fox Appoints Aguilera

Eugenio Aguilera has been appointed 20th Century-Fox manager of Ecuador, it was announced by Murray Silverstone, president of 20th Century - Fox Inter - America, Inc. Aguilera, a Panamanian who has worked in film exhibition and distribution throughout Latin America for the past 20 years, replaces Carlos Becerra, who recently was killed in an Ecuadorian air crash. Aguilera will also handle M-G-M product in Ecuador.

ASCAP's Election Results Certified

Dorothy Fields, chairman of the committee on elections of the American Society of Composers, Authors and Publishers, has certified to ASCAP president Stanley Adams the following results of the elections of writer members and publisher members for the Society's board of directors commencing Jan. 2, 1961, to March 31, 1963.

The writer members in the popular-production field are: Stanley Adams, Howard Dietz, L. Wolfe Gilbert, Otto A. Harbach, Jimmy McHugh, Richard Rodgers, Arthur Schwartz, Ned Washington and Jack Yellen. The writer members in the standard field are: Paul Creston, Morton Gould and Deems Taylor.

All incumbent writer members have been returned to the board.

The publisher directors elected in the popular-production group are: Louis Bernstein of Shapiro, Bernstein & Co., Inc.; J. J. Bregman of Bregman, Vocco & Conn, Inc.; Irving Caesar of Irving Caesar; Max Dreyfus of Chappell & Co., Inc.; Bernard Goodwin of Livingston and Evans, Inc.; Jack Mills of Mills Music, Inc.; Edwin H. Morris of Edwin H. Morris & Co., Inc.; Maurice Scopp of Robbins Music Corp., and Herman Starr of Harms, Inc.

Connor, Tauhert and Vogel

For the standard publisher directorship: Frank H. Connor of Carl Fischer, Inc.; Rudolph Tauhert of G. Schirmer, Inc.; and Adolph Vogel of Elkan-Vogel Co., Inc.

Publishers Bernard Goodwin of Livingston and Evans, Inc., and Edwin "Buddy" Morris of Edwin H. Morris & Co., Inc., were previously elected by petition.

The committee on elections consisted of: Dorothy Fields, chairman; Bennie Benjamin; Gerald Marks; Peter Mennin; Johnny Mercer, and Aaron Schroeder, writers; and Ben Bloom, Harold Flammer and F. C. O'Keefe, publishers.

An amendment to the Articles of Association proposed by Otto A. Harbach, Pinky Herman and Arthur Schwartz failed to carry, despite the overwhelming support of the members who voted, because it did not receive the necessary two-thirds of the total potential vote.

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'Facts of Life' Selected For Royal Performance

From THE DAILY Bureau

LONDON, Dec. 26.—United Artists' "The Facts of Life," starring Bob Hope and Lucille Ball, has been selected for the Royal Film Performance at Rank's Odeon in Leicester Square on Feb. 20 by the Cinematograph Trade Benevolent Fund selection committee. The committee voted for the picture unanimously.

'U' 1960 Net

(*Continued from page* 1)

company in its 48 years of existence.

The current financial district estimate thus is higher than the $6.80 per share earnings which Milton R. Rackmil, Universal president, estimated for 1960 when addressing the New York Society of Security Analysts in October.

Universal's audited annual report is expected to be ready shortly after the middle of January.

16 'Ben-Hur' Openings Abroad for Holidays

Metro-Goldwyn-Mayer's "Ben-Hur" opened in 16 overseas cities last week in time for the Christmas holidays. This brings the total number of international engagements to 83 with another three set to debut on Jan. 3.

Following the pattern in its engagements, the overseas theatres will be offering extra performances during the holiday week.

MGM to Film 5

(*Continued from page* 1)

for British productions, also will supervise "The Seagulls," a story of the women who follow the itinerary of the American fleet in the Mediterranean; "Village of Daughters," a romantic comedy to be filmed in Italy; "Postman's Knock," and "See No Evil."

While in Hollywood, Bachmann met with Valentine Davies, who is writing the screenplay for "Seagulls."

Three pictures filmed during recent months at the MGM London Studio are in final stages of editing and scoring; "Silent Partner," starring Stewart Granger and Haya Harareet; "Invasion Quartet," starring Bill Travers; and "Green Helmet," starring Travers and Nancy Walters.

Bachmann has returned to London to begin immediate preparations of the projects.

Services for Schultz

CLEVELAND, Dec. 26—Services were held here Friday for Nathan Schultz, 55, resident of Allied Artists Film Dist. of Cleveland, at Berkowitz-Cumin. Survivors include his widow, Fay; a son, Jay and daughter, Arlyn, and a brother, Samuel Schultz, branch manager of Allied Artists Film Dist. of Cleveland.

Ky. Theatre Reopens After Water Damage

Special to THE DAILY

SOMERSET, Ky., Dec. 27 – The Kentucky Theatre has been reopened here on its regular schedule following periodic closings for several days after damage by heavy smoke and water when a nearby laundry and gas company were gutted by fire in the worst blaze seen here in a decade. Owner and manager of the theatre is Mrs. Anna Bell Ward Olson, veteran exhibitor.

It was the second time in recent months that the Kentucky Theatre had been damaged by water. A new roof was being installed on the building in September when a hard rain storm blew off part of the temporary roofing and sent a deluge of water down on the theatre screen and equipment below. Remodeling of the theatre was nearing completion when the fire caused heavy water damage throughout the theatre.

Personnel of the theatre worked throughout the night and all day Saturday, Dec. 10, in order to open late that afternoon. For a week the theatre was open only at night. But now it has reopened on its regular matinee and evening schedule.

Texas TOA Meet

(*Continued from page* 1)

9, 1961, Al Reynolds, convention chairman, said.

In the past, TD-ITOA conventions have drawn 500 or more drive-in operators.

A feature of the still incomplete convention program will consist of a field trip to a modern, Texas-size drive-in for a seminar on operations. Concessionaires will take over the concession stand for practical demonstrations, and suppliers will have an actual showcase for their equipment and services.

The convention will be the organization's ninth. Rubin S. Frels and Boyd Scott are co-chairmen.

Cost of Living

(*Continued from page* 1)

rose by one-half of one per cent during November, and 2.1 per cent over the past year, "primarily because of higher average prices for movie admissions and newspapers."

The government noted that "movie admissions have increased both because of increased charges for children's tickets and the prevalence of special features."

Detroit Welcomes 'Suzie'

DETROIT, Dec. 26.—"The World of Susie Wong" opened the new United Detroit Theatres plus Grand Circus on Thursday to an audience comprised of 1,000 Detroit Athletic Club members, other selected socialites, celebrities, and press, preceeding the premiere.

The once famous name of the new house replaces the Broadway-Capitol, and has been unused since 1870.

'Sons and Lovers' Named '60's Best

"Sons and Lovers," a black-and-white film made in England by 20th Century-Fox, with an almost exclusively British cast, has been chosen as the best motion picture of 1960 by the committee on exceptional films of the National Board of Review of Motion Pictures. In announcing the choice, Henry Hart, chairman of the committee, said the vote for "Sons and Lovers" was the result of the committee's belief that it "was a creative adaptation of one of the great autobiographical novels of English literature, and that it contains, in small as well as leading roles, some of the finest acting ever seen on the screen."

The Board's list of 1960's ten best pictures follows: 1) "Sons and Lovers"; 2) "The Alamo"; 3) "The Sundowners"; 4) "Inherit the Wind"; 5) "Sunrise at Campobello"; 6) "Elmer Gantry"; 7) "Home from the Hill"; 8)"The Apartment"; 9) "Wild River"; 10) "The Dark at the Top of the Stairs."

The Board chose "The World of Apu" as the best foreign film shown in the U.S. during 1960. Its other choices for the best foreign films were: 2) "General Della Rovere"; 3) "The Angry Silence"; 4) "I'm All Right, Jack"; 5) "Hiroshima, Mon Amour."

Jack Cardiff was named the best director of the year for "Sons and Lovers."

Greer Garson was chosen the best actress of the year for her portrayal of Eleanor Roosevelt in "Sunrise at Campobello."

Robert Mitchum was voted the best actor of the year for his performances in "The Sundowners" and "Home from the Hill."

Shirley Jones was chosen 1960's best supporting actress for "Elmer Gantry," and George Peppard best supporting actor for "Home from the Hill."

Variety Clubs

(*Continued from page* 1)

International Chief Barker, will preside at this intensive one-day meeting of chief barkers of the Los Angeles, San Francisco, Seattle, Las Vegas and Oklahoma City tents. He will be joined by Rotus Harvey, San Francisco, First Assistant International Barker, Ezra Stern, International Property Master of Los Angeles, and Eugene Murphy, Las Vegas, who is Variety's International Representative for the Western area.

The assembled barkers will review plans of their tents to continue and strengthen Variety's charitable endeavors as well as for the celebration of Variety Clubs Week scheduled for Feb. 12-18. The heavy agenda, said Chief Barker Emanuel, will be concentrated on "anything and everything" that can expand Variety's work for needy children everywhere.

Other regional meetings are to be held in Chicago on Jan. 5, New Orleans on Jan. 7.

PEOPLE

Spyros Skouras, president of 20th Century-Fox, is chairman of a committee of distinguished citizens of the film industry who will present the annual March of Dimes humanitarian Award to **Bob Hope**. Presentation will be at the Commodore Hotel here on Friday night, March 3.

□

Robert Ellis, formerly with the A. M. Ellis Theatres, Philadelphia, has joined Steer Inn Systems, Inc., in that city, operating drive-in beefburger restaurants, as vice-president.

□

Arthur Cox has been elected an assistant vice-president of Bell & Howell Company's Photo Products Division, Chicago, it was announced by **Peter G. Peterson**, executive vice-president. As assistant vice-president, Cox will be responsible for all photo-optics in the company's photo products division and for providing design and counseling services for other optical activities of the company's operations.

□

Lee Traver, for the past six years associate casting director for Walt Disney Productions, Hollywood, has been moved up to studio casting director, succeeding **Jack Baur**, who has returned to Universal - International. Prior to joining the Disney organization, **Traver** was casting director for Samuel Goldwyn, Universal and Republic studios, also Bing Crosby Productions.

Columbia in 'Pepe' Tie With L. A. Bus Lines

From THE DAILY Bureau

LOS ANGELES, Dec. 26. – The Los Angeles Metropolitan Transit Authority and Columbia Pictures Corp. have completed arrangements whereby reserved seat tickets to the George Sidney-Posa International Production, "Pepe," purchased at the MTA Ticket Office, will include free round trip transportation from any point in the Los Angeles inner zone to the Stanley Warner Beverly Hills Theatre.

"Pepe" begins its reserved seat West Coast premiere Wednesday, Dec. 28, with an invitational premiere tomorrow.

Will Repaint Bus

As a promotional adjunct, an MTA bus will be repainted, calling attention to the special gratis transportation to the theatre for the showing of the production, which stars Cantinflas, Shirley Jones and Dan Dailey with 35 international celebrtiies.

MTA will additionally print 100,000 pamphlets to be distributed in all buses in Los Angeles, selling "Pepe" and the engagement at the theatre. The ticket office will be bannered and brilliantly displayed with "Pepe" promotion.

National Pre-Selling

"PEPE," reports "Life" in the Dec. 19 issue, "is a supersized fantasy full of nothing but antic fun and frolic. As bright and happy a bauble as Hollywood has ever packaged for Christmas."

This Columbia film "has dancing, singing, teasing tricks, stormy love between men and women, deep understanding love between a man and a white horse. Above all it has Cantinflas."

•

A striking page ad on Jerry Lewis' "CinderFella" co-starring Ed Wynn, Judith Anderson and Anna Maria Alberghetti appears in the December issue of "Parents."

•

"Butterfield 8" the MGM film based on the best-selling novel by John O'Hara, is reviewed in the December issue of "Redbook." It has a cast including Elizabeth Taylor, Eddie Fisher and Laurence Harvey. The picture was made in New York with the actual locations used for many scenes.

It is the opinion of the reviewer that "Miss Taylor gives a performance which proves she is an excellent actress."

•

An eye-arresting photo of "The Misfits," starring Marilyn Monroe and Clark Gable, appeared in brilliant colors on the front cover of "The American Weekly's" Dec. 11 issue.

In the same issue there is a penetrating analysis of Marilyn's romances and why so many of them are self-defeating. The article was written by Maurice Zolotow, who recently published a biography of this fascinating star.

•

Edwin Miller has written an entertaining biography on Cantinflas, the star of Columbia's "Pepe," for the December issue of "Seventeen."

Cantinflas went to medical school. He says "I didn't like it. Too much study." At 18 he joined a tent show as a song-and-dance man. Since then he has been in 20 motion pictures.

In the George Sidney production, Cantinflas plays a Mexican ranch hand who follows his beloved white stallion, Don Juan, north after the horse has been bought by a Hollywood film company.

•

"The World of Suzie Wong" is much more effective than the play according to the January issue of "Photoplay." Most of the scenes were filmed in Hong Kong where this East-West story takes place.

Nancy Kwan, sensitive, slim and lovely, plays Suzie Wong in this Paramount picture.

•

Walt Disney's "Swiss Family Robinson," which brings to life a story that has enchanted children since 1813, is reviewed in the Dec. 20 issue of "Look."

Scenes from a race staged by the Robinson children with exotic animals illustrate the review.

Janet Munro chooses a spirited Zebra as her steed, Tommy Kirk rides a reluctant ostrich, James MacArthur seems to have it easiest with a donkey, and Kevin Corcoran plods along on his pet elephant, who sprays the other contestants and almost wins—just as pirates attack their island.

•

"The Alamo," the John Wayne production in Todd-AO, is represented by a splendid page ad in the December issue of "Cosmopolitan."

•

An interesting article on Christina Crawford, daughter of Joan Crawford, appeared in the Dec. 11 issue of "Parade." She will appear in Jerry Wald's "Wild in the Country" and "High Heels."

•

A splendid full page color ad on Jerry Lewis' "CinderFella" created by Norman Rockwell appears in the Dec. issue of "Life."

WALTER HAAS

TENT TALK

Variety Club News

CLEVELAND — Over $500 was raised in Variety Club's first drive in behalf of its new charity, Cleveland's Boystown. Report was made to Tent No. 6 by Leonard Mishkind of General Theatres and Jerome Lipow, branch manager of Valiant. In addition many needed supplies for the home were donated. The money was turned over to the house-father, Dave Rueteneik, to buy new Christmas clothing for the boys.

△

PHILADELPHIA — Philadelphia Variety Club Tent No. 13 will hold its installation dinner in honor of in-coming Chief Barker Lester H. Wurtele, Columbia branch manager, on Jan. 16 at the Bellevue-Stratford Hotel. He will succeed Martin B. Ellis, general manager of the A. M. Ellis Theatres. The Tent's Women's Auxiliary will also hold a dinner that same evening in the hotel's Burgundy Room.

△

TORONTO — Students of Variety Village Vocational Training School for handicapped boys and Heart Project of Tent 28, Ontario, presented their annual Christmas play for members of the local Tent recently. Following the play, the women's committee of Tent 28 gave each student a variety of Christmas gifts and provided a buffet supper for all who attended.

The new crew of Tent 28 will be installed at a formal dinner dance at the Park Plaza Hotel on Jan. 12. For the first time, the new president of the women's committee, Mrs. Debbie Green, will be installed along with the men.

REVIEW:

Ballad of a Soldier

Mosfilm—Kingsley International

The futility of war interwoven with a tender, poignant romance between the 19-year-old soldier of the title, Vladimir Ivashav, and a 19-year-old girl, Shanna Prokhorenko, highlight this finely made Mosfilm, the first Soviet-produced film to be released in the U.S. under the U.S.—U.S.S.R. cultural exchange agreement by an independent distributing company. Kingsley International is handling the picture in America under an arrangement with M.J.P. Enterprises.

"Ballad of a Soldier" is the winner of "best picture" and "best direction" Golden Gate awards at the 1960 San Francisco Festival. It also has won two honors in the 1960 Cannes Festival competitions, for "best participation" and "best film for youth."

The film, shown in its Russian version with the addition of English subtitles (English-dubbed prints will be used in its general release), follows a young Russian soldier on his few hours of leave, before returning to the front lines, where he is killed. The youth meets with several adventures which delay his meeting with his mother who works on a peasant farm, and with whom he is allowed but a moment for a combined greeting and farewell as he hastens back to war. The boy's meeting and falling in love with the girl are tenderly and grippingly depicted.

While there is very little that is new in this exposition of the "futility of war" theme, it has been expertly and sensitively directed by Grigori Chukrai from a script written by him in collaboration with Valentin Yoshov. Chukrai uses his cameras very effectively, getting exceptional dramatic values through the use of closeups of his two youthful protagonists who are excellent in their respective roles.

Running time, 89 minutes. Release, January, 1961.

SIDNEY RECHETNIK.

Theatre-TV Record

(*Continued from page* 1)

of that city for huge theatre tv returns influenced the eventual choice of Miami Beach as the site for the match.

With New York blacked-out last June for the second encounter between Patterson and Johansson, Tele-PrompTer, the closed circuit tv operator, produced a record theatre tv gross of more than $2,000,000.

The ancillary rights, which include theatre tv, had not been awarded up to the time this issue went to press. Feature Sports Inc., the promoter of the fight, said it is negotiating with several concerns. Motion picture rights to the two previous matches were obtained by United Artists, which presumably will bid again for the March 20 fight.

Miami Beach's 18,000-seat Convention Hall will be the site of the bout and will be price-scaled for a $1,100,000 gate. Radio rights also are a part of the ancillary bargaining under way.

'Spartacus' Business Reported Big Abroad

"Spartacus," Bryna production which Universal - International has placed in roadshow release in 11 situations in eight key territories overseas during the past week, is registering maximum business at practically every performance, according to U.I. vice-president and foreign general manager, Americo Aboaf.

In Rome, at the Supercinema, "Spartacus" has turned in the highest initial week gross ever amassed by a "spectacle-type" production. In its first five days in Tokyo, Milan, Frankfurt and Duesseldorf, the film has played to new record attendances.

In London, Sydney, Melbourne, Brussels and Barcelona, first week's receipts compare favorably with the highest grosses ever achieved by roadshow productions. Each "Spartacus" opening was preceded by year-long advertising and publicity campaigns, climaxed by premieres attended by international and local celebrities.

Investment Report

(*Continued from page* 1)

ings," the Bache report points out, "with each company offering some sort of special appeal." Yet "We must not overlook the fact that the continual flow of profitable pictures adds both to the current worth of a successful company and to the future worth of its library."

It adds that in this category three companies show up exceptionally well —United Artists with "Exodus"; MGM with "Ben-Hur" and Decca-Universal with "Spartacus," in each instance with additional successful releases augmenting the blockbusters.

"Motion picture income of the three promises to be higher in 1961 than even 1960's banner results," the Bache report states.

Of MGM it says "profits of over $5 per share seems a likely target for 1961." The recently announced 1960 profit of $3.83 per share set a 12-year record for the company.

Paramount Estimate Made

Paramount's 1960 earnings are estimated at $4.75 against $4.47 last year, including about $1.85 of special items last year "and slightly less this year."

It estimates 20th Century-Fox 1960 earnings at about $2.20, against $1.78 in 1959.

United Artists' earnings are estimated at $2.50 to $2.60 this year, compared to $2.41 in 1959, "with exceptionally bright prospects for gains in 1961."

Universal's earnings for the year ended Nov. 1 are not estimated, but those of its parent, Decca Records, are placed between $5 and $6 for next year, "against $4.25 to $4.50 expected for this year and $1.81 earned in 1959."

Warners' earnings for 1961 should remain at about the same $4.64 per share level that was earned this year, the report says.

Television Editors Ask Program Diversity

THE 12th annual poll of television editors conducted by Television Today for Fame has been completed and the results, naming the top performers and shows of the year, are being tabulated. This year, the editors were particularly eloquent in commenting on their choices and the reasons for them. The results of the poll will be published January 16. Some of the editors' comments which accompanied their ballots follow.

Marlene E. Matouk *St. Petersburg Independent, St. Petersburg, Fla.:*

The sameness of tv is monotonous—tv will never take the place of movies because it is watered-down and as bland as cream of wheat. I'd rather see a good two-hour movie scheduled for the early evening than the half-hour junk which is now being aired.

•

Miss Millie Budd, *The Houston Press, Houston, Texas:*

Comedy has become so routine it is not funny any more; viewers in these parts, I think, would appreciate the old fashioned kind. And more, more of Danny Kaye and others like him.

•

Gene Brown, *Sunday Times, Cumberland, Maryland:*

More diversity of programs, less crime and westerns. More programs like "Open End." Return of "Omnibus" and programs with intelligent use of story material and direction. "Playhouse 90" and similar shows should be resurrected. In general, many of the programs are just a bunch of junk. TV commentators should also have more license to be critical of our public functions and governments. Less sponsorship ballyhoo.

•

Lois Anne Taylor, *Bridgeton Evening News, Bridgeton, New Jersey:*

As an entertainment medium, tv gives more for less than any other phase of show business. As a medium of education, it gives fully as much as most people expect or want; and as a means of bringing the news to the people and covering major news events it is unmatched. As a newspaper women I admit this because there is little else I can do.

•

Walter W. Hawver, Jr., *The Knickerbocker News, Albany, New York:*

Any evaluation of television today must go to two extremes. Unfortunately, there is no middle ground.

On one hand, there can be nothing but unstinting praise for the way the medium met its responsibility in its coverage of the national political conventions, the campaigns and the election. Similarly, coverage of this fall's vital United Nations General Assembly and the prior controversial Security Council proceedings was informed and thorough and responsible.

Matched with this extraordinary performance must be the "declaration of intentions" involved in prime time assignments to such programs as The Nation's Future, Face the Nation, Expedition, CBS Reports, Winston Churchill's Memoirs, Tomorrow, the NBC White Papers and other informational shows. Though many of these shows must still prove themselves, it is an encouraging straw in the wind, a sign that the networks have paid heed to those of us who have long insisted that there is a place for information as well as entertainment in tv.

•

It is ironic, indeed, that at a time when public affairs programming has ascended to prominence, tv's performance in the field of entertainment has dipped to an all-time low. Of 37 "new" programs viewed at this writing (Nov. 11, 1960), only two are really "different" and neither—The Witness and The Flintstones — have attained their potential because of unimaginative writing, shoddy production, etc. The best of the new comedy crop are, strangely enough, pitted one against the other—Angel (CBS) and My Three Sons (ABC), at 9 P.M. Thursdays. Two hour-long adventure series, Naked City (ABC) and Hong Kong (ABC) have a certain escapist appeal, but "City" after a good start has bogged down in stories that could be better told in half the time and the "Hong Kong" plots have an inevitable sameness about them. The most pleasant surprise of the holdover shows has been Perry Como's hour. The injection of fresh production ideas (by Nick Vanoff), the return to the fold of Goodie Ace and his ace team of writers and the introduction of exciting choreographical touches by Hugh Lampert have lifted this show by its bootstraps to the most consistently entertaining show on the air today.

The decline of the special has been most noticeable. Few of the non-regular programs screened in the first 10 weeks of the new season have packed much excitement. Notable exceptions were Fred Astaire's third hour, and Art Carney spoof of "love," and, to a lesser degree, shows headed by Bing Crosby, Danny Kaye and Phil Silvers.

•

Nick Kenny, *New York Mirror, New York, N. Y.:*

More complete information on individual programs rather than publicity on a whole series is needed from both the networks and agencies.

•

Bob Sokolsky, *Herald-Journal Syracuse, N. Y.:*

What can be said of such a season? There have been a handful of good specials but the general run of product—series and specials — has been sad. Originality, freshness of approach and anything else that might smack of quality has become quite secondary. The industry has the ability to do many wonderful things, but it rarely takes advantage of that fact. Never has there been such dissatisfaction and never has there been less effort to correct such a situation.

•

Drama is in distressingly low estate. Playhouse 90 died quietly and in its stead rose a thrill-less Thriller, an extremely bad Michael Shayne and a crop of adventureless adventure hours (The Islanders, Surfside Six, ad infinitum). Even the special drama series have thus far failed to perk. Hall of Fame's "Shangri-La" and Show of the Month's "Men in White" were low points for both showcases.

So the viewer finds himself in the unique position of depending on a CBS Reports "Year of the Polaris" or an NBC "Campaign and the Candidates" show for an attention-holding evening. How long ago was it that we were clamoring for good public affairs shows to go along with the entertainment? Strangely enough, the situation is reversed.

•

Wayne Allen, *State Journal-Register, Springfield, Illinois:*

I think the tv industry could establish for itself a more versatile "image" if it would de-emphasize "block booking." I.E., too many westerns in consecutive time slots, mysteries and variety shows. "Have Gun" and "Gunsmoke" should be separated; likewise "Hitchcock" and "Thriller"; "Maverick," "Lawman," and "The Rebel." Saturation booking leaves too little choice for that portion of the audience not addicted to "mystery night" or "western night."

•

George W. Anderson, *New Kensington Daily Dispatch, New Kensington, Pa.:*

Worst trend in tv and the most self-destructive is the massive imitation of mediocrity as exemplified in the ABC-Warner Brothers shows—"77 Sunset Strip," "Hawaiian Eye," etc. The trend to film (and second rate B movies at that) is the worst thing current in tv. Best thing is the increased quantity and quality of news specials.

•

Ted Holmberg, *Journal - Bulletin, Providence, Rhode Island:*

In this, the darkest and most dismal of tv seasons, one ray of hope appears, that being the first steps in meaningful cooperation between the networks and affiliates in a blending of national and local programming. I am referring to the "Expedition" experiment, in which ABC affords its affiliates the opportunity ever so often to screen a local effort in exploring the world around us. CBS is doing something similar with "Face the Nation" in allowing its affiliates a half-hour every third week for the same kind of thing. I don't think that the potentialities of these concepts can be overlooked by anyone sincerely interested in the future of the medium.

Affiliates, except the most wealthy of stations, simply cannot afford to turn out professional programs of the highest quality for prime evening showing on a weekly basis. But, given the proper stimulus and guidance from the networks they may be able to bolster network programming with informative and intelligent offerings of their own every month or so.

Judging by the kind of excitement generated at the local station in Providence which carries "Expedition" (it is an NBC affiliate, by the way, which picks up some ABC programs because of a two station situation) I think the idea might allow some fresh air into a medium which is fast becoming oppressively lacking in any imagination whatever.

Aside from this, however, and some specials like the Art Carney affairs, Danny Kaye and an occasional Robert Alan Arthur offering, if all is not lost, it certainly looks that way.

•

Mary Hopkins, *Ledger-Star, Norfolk, Va.:*

The lack of hour-long or 90-minute dramatic shows continues to be deplorable, along with the scarcity of GOOD musical programs. However, the new situation comedies include several good ones, particularly "Angel" and "Guestward, Ho." The special, "Just Polly and Me," was the highlight of the fall season—Phil Silvers and Polly Bergen are a natural team whose emergence with a monthly music and comedy show would be a welcome addition to television.

•

Frank Clayton, *The Tuscaloosa News, Tuscaloosa, Alabama:*

Everything considered, this seems to be the best all-around year the television industry has witnessed in the few scant years of its popular existence. There are more comedy shows, more dramatic shows, sports and public interest shows, varieties, a proper spacing of Specials which in fact make them a little "special" and not the ballyhoo they were last year. And, of course, there are the westerns. In short this is tv's best year. It's rather ironic, but the industry's highest rated programs weren't sponsored—the Great Debates. The industry is to be commended on these excellent programs.

Sale of W. Va. Station To Reeves Corp. Approved

From THE DAILY Bureau

WASHIHGTON, Dec. 26. — Sale of tv station WHTN-TV, Huntington, W. Va., to Reeves Broadcasting and Developments Corp. has been approved by the Federal Communications Commission. Seller is Cowles Magazine and Broadcasting, Inc. Price is $1,925,000. Commissioner Robert Bartley dissented to the sale of the channel 13 outlet.

FCC has also substituted channel 13 for channel 9 at Alturas, Calif. It assigned channel 9 to Redding, Calif., denying the channel to Susanville, Calif.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 121 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 28, 1960 TEN CENTS

Was Jan. 3

ACE Pictures Start Moved Back to May 3

Steering Committee and Fiscal Advisers Named

From THE DAILY Bureau

HOLLYWOOD, Dec. 27. — ACE Productions, the film producing arm of the American Congress of Exhibitors, has set back the deadline for completion of its financial structure from the originally announced Jan. 3 to May 3, 1961, it was learned here.

The extension of the deadline applies specifically to the escrow agreements under which the five national circuits, AB-PT, N.T.&T., Loew's, RKO and Stanley Warner, have subscribed $2,000,000 to the ACE Prods. financing, and 32 other circuit operators have posted well over $1,000,000 more.

"We want to build this organization solidly," an ACE spokesman ex-

(*Continued on page 2*)

Production Symposiums Slated by Three Firms

Three manufacturers of equipment for the production of motion pictures have announced plans to combine efforts in a series of question-and-answer symposiums to be held throughout the country during 1961. "Lights, sound, camera, action!" will set the theme for the shows.

The latest equipment available is

(*Continued on page 4*)

McMaster Retires from Eastman Kodak Post

Special to THE DAILY

ROCHESTER, N. Y., Dec. 27— Donald McMaster, chairman of the executive committee of the Eastman Kodak Company, will retire from active duty on Jan. 1, 1961, after more than 43 years with the company. This announcement was made following a meeting of the Kodak board of di-

(*Continued on page 4*)

TELEVISION TODAY—page 4

'Ten' Reported All-Time Grosser

Cecil B. DeMille's "The Ten Commandments," in registering $2,200,000 in domestic theatre rentals during 1960, has become the biggest grossing attraction in the history of the motion picture industry, it was announced yesterday by Edward Chumley, U.S. and Canadian sales manager for the Paramount release.

Since its world premiere in New York on Nov. 9, 1956, "The Ten Commandments" has recorded $34,200,000 domestically. It is estimated that the DeMille film will gross about an equal sum in the foreign market, for a world-wide film rental approaching $75,000,000.

1957 was the biggest single year domestically for "The Ten Commandments," which grossed $18,000,000 in that period. As of Dec. 10 this year, the picture had played 15,388 engagements in the U.S. and 1,267 in Canada. It has also played a total of 107 domestic engagements in Spanish and Italian language versions.

'Eternity' U.S. Entry At Argentine Festival

Allied Artists' "Hell to Eternity" has been selected as the U.S. official entry for the upcoming Mar del Plata (Argentina) International Film Festival, Jan. 8-17

"Hell to Eternity," released in August, 1960, stars Jeffrey Hunter, David Janssen, Sessue Hayakawa and Vic Damone. The film has not yet

(*Continued on page 4*)

Monday Reported Especially Big

Holiday Grosses Set Records Over Country

Circuit Heads Expect Upturn in Business To Continue Thru New Year's Holiday

By SIDNEY RECHETNIK

"Excellent attractions drew excellent business" was the general concensus of opinion among circuit executives and managers in hailing the "very big" Christmas business enjoyed by motion picture theatres across the country over the past four-day holiday. While Friday (a day which saw the vast majority of businesses closing in the early afternoon) and Saturday were comparatively slow—a fact attributed to last-minute gift shopping — Sunday was "very big" and the Monday holiday "sensational" everywhere, with house records set in some instances on that day.

Circuit heads canvassed on the holiday business are looking forward to a tremendous week from now through the upcoming New Year's holiday. Broadway here was surging with adults and children on school vacations lining up at the film houses, with the Radio City Music

(*Continued on page 5*)

Four Producers Seated On AMPP, MPA Boards

From THE DAILY Bureau

HOLLYWOOD, Dec. 27.—A major industry move to effect closer working relations and greater cooperation between industry factions east and west was established with the seating of four working producers, who will represent the Screen Producers Guild, on the boards of the Association of Motion Picture Producers here and the Motion Picture Ass'n. in the east, it was reported today.

The producers are SPG president Walter Mirisch, Jerry Wald, William Perlberg and Pandro Berman. Eric Johnston, in Seattle for the holidays, is expected to stop here on his return east, to meet with the group.

This is the first time the producers have received such recognition, resulting from meetings with Johnston. AMPP and MPA until now have had only management representation.

Architects Fees OK'd For Film-TV Museum

From THE DAILY Bureau

HOLLYWOOD, Dec. 27. — The proposed $4,000,000 Hollywood Motion Picture and Television Museum came a step nearer to realization today when, after two weeks of consideration for a feasibility study, the County Board of Supervisors ap-

(*Continued on page 6*)

'West Side' Will Bow As Roadshow in October

"West Side Story" will have its world premiere roadshow engagement Oct. 18 at the Rivoli Theatre here, it was announced yesterday by William J. Heineman, United Artists vice president in charge of distribution, and Salah M. Hassanein, vice president of United Artists Theatres Circuit.

"West Side Story," a Mirisch Com-

(*Continued on page 4*)

TOP TEN POLL OUT TOMORROW

The 29th annual selection of the Top Ten Money Making Stars of the Year will be announced tomorrow in Motion Picture Daily. Chosen by exhibitors on the basis of their box office drawing power, the Ten Money Makers have achieved, through the years, the status of the most accurate reflection of star popularity.

The poll traditionally makes no distinction between male and female stars and the ratio of men to women in the final selection of ten has formed an interesting pattern through the years. One of the surprises of this year's list is a reversal of the trend of recent years.

The results to be published tomorrow will attract attention throughout the industry.

PERSONAL MENTION

JOSEPH E. LEVINE, president of Embassy Pictures, has left here with his family for a one-week vacation at Miami Beach.

•

MAURICE SEGAL, United Artists West Coast publicity coordinator, has arrived in New York from Hollywood for conferences with home office executives.

•

HARRY MANDEL, RKO Theatres national director of advertising and publicity, became a grandfather again on Christmas Day with the birth of a boy, JOSHUA NED, to his daughter-in-law, MRS. MYRON MANDEL, at Phelps Memorial Hospital, Tarrytown.

•

SAM SELETSKY, film buyer for General Drive-in Corp., Boston, has returned there from Jacksonville.

•

BERNARD M. KAMBER, industry publicist, will leave New York today for Paris.

•

FRANK E. TAYLOR, producer of "The Misfits" for United Artists, returned to Hollywood yesterday from New York.

•

JOE SCHULLY, special representative for American International Pictures, has left Atlanta for Jacksonville.

•

SIDNEY S. KULICK, of Bell Film Exchange here, has left New York with MRS. KULICK for a vacation in South America.

•

JOHN "JACK" HUNT, formerly Chicago exhibitor, is in the Sarasota (Fla.) Memorial Hospital being treated for a heart attack.

•

ROBERT ROSSEN, producer-director of the forthcoming "The Hustler" for 20th Century-Fox, will leave here on Jan. 3 for Hollywood.



Financial Comeback of M-G-M Since Troubles of '57 Highlighted in Article by Investment Concern

The financial comeback made by Metro-Goldwyn-Mayer, Inc., since 1957 is the subject of a feature article in "Investor's Reader," published fortnightly by Merrill, Lynch, Pierce, Fenner and Smith. The article recapitulates the fiscal troubles of the company in the early 1950's and details the management and operational reforms instituted by Joseph R. Vogel after he became president four years ago.

The recent annual report for fiscal 1960 showing earnings up 25 per cent to $9,600,000 or $3.83 a share, a 12 year high even including the years when the theatres subsidiary was consolidated, is cited and Vogel is quoted as saying "I have never been as optimistic about the future of this company as I am right now. We will earn $5 a share from operations in fiscal 1961."

The story attributes much of the gain to the earning power of "Ben-Hur" and predicts that the picture will gross at least $64,000,000 on its first run and probably $100,000,000 eventually.

Among the company's other solid assets the article lists the potential revenue from film sales to television, the increasing value of the Culver City studio properties, and the box office potential of productions now in work such as "King of Kings," "The Four Horsemen of the Apocalypse" and "Mutiny on the Bounty" as well as the reissue value of "Gone with the Wind."

NAB Sets 'Hand' for Opinion Leader Survey

"Hand in Hand," a Columbia release, will be the subject of a two-city opinion leader survey to be conducted by National Audience Board January 3, it was announced by the Board. NAB's audience panels—composed of executives and members of a wide variety of civic, church, cultural and educational organizations—will view the film in New York and Los Angeles.

National Audience Board, a non-profit, independent organization, has been engaged in entertainment evaluation since 1954. It conducts studies at cost on request from film producers and distributors, radio and tv producers, packagers, syndicators, stations, advertising agencies and sponsors.

Raleigh Theatre Sued Over Contract with NTS

Special to THE DAILY

RALEIGH, N. C., Dec. 27—National Theater Supply Company, New York, filed a lawsuit against the owners of the Colony Theater here Dec. 23 in Wake Superior Court. The plaintiff alleges that J. M. Seago and Patty H. Seago, operators of the Colony, failed to comply with a conditional sales contract.

The New York concern contends it supplied the local theatre with merchandise in January of 1955 and the Seagos still owe National Theatre Supply $1,095.

R. C. Mathewson Dies

NEW BRITAIN, Conn., Dec. 27.—Raymond C. Mathewson, 61, veteran projectionist at the Stanley Warner Strand Theatre here, is dead following a short illness.

ACE Pictures

(*Continued from page* 1)

plained. "We want the strongest participants obtainable, and we want to plan for the long pull, not just to get started on any basis at all."

The original Jan. 3 deadline for completion of the ACE Prod. company's financial structure was a self-imposed one, designated about six months ago.

Meanwhile, a steering committee of five members and two financial advisers has been designated by ACE to direct the remaining financing steps. Members of the committee all represent regional, independent circuits. They are E. D. Martin of Martin Theatres, Georgia; Adolph Goldberg, Community Theatres, Detroit; Mitchell Wolfson, Wometco Enterprises, Miami; Harry Arthur, Arthur Enterprises, St. Louis and Los Angeles, and Sumner Redstone, Northeast Drive-In Theatres, Boston.

Two Financial Advisers

The financial advisers are D. R. Buttrey, Crescent Amusement Co., Nashville, and Joseph Seider, head of Associated Prudential Playhouses.

The ACE Prods. spokesman said it is believed that considerably less than the five months additional time which has been allotted will be required to complete the financial organization.

Rites for Bishop, Sr.

WINSTON-SALEM, N. C., Dec. 27—Funeral services were held here today for Burtus Bishop, Sr., father of Burtus Bishop, Jr., assistant general sales manager of MGM, New York. The elder Bishop died here on Sunday at the age of 81. He is survived also by another son, Joseph, and a daughter, Mrs. Sam Smith.

Lopert Coordinator For UA in Europe

Ilya Lopert, who will now permanently reside in Europe, has accepted the post of United Artists coordinator of European co-production, it was announced yesterday by Arthur B. Krim, president of UA. Lopert will continue his duties as president of Lopert Pictures Corp.



Ilya Lopert

In announcing the new operation, Krim said, "I am personally very gratified that Mr. Lopert has agreed to oversee and coordinate our co-production operations in Europe. His extraordinary capacities in the field of European film production are widely respected throughout the industry. I consider Mr. Lopert's acceptance of this post an extremely important step forward for UA's global operation."

In his new post, Lopert will work closely with Oscar Dancigers, UA's supervisor of European production.

Installation Dinner Set by N.Y. Bookers

The Motion Picture Bookers Club of New York will hold its 22nd installation dinner dance on Monday, Jan. 16, at the Tavern on the Green. Max Fried and Ed Richter, dinner chairmen, announced that William J. Heineman, vice president of United Artists, will act as toastmaster.

Myron Starr President

The newly elected officers that will be installed are: President, Myron J. Starr (U.A.); 1st vice president, Martin Perlberg (Florin); 2nd vice president, Frank Patterson (Par.); treasurer, Lillian Seidman (Harris); financial secretary, Lester Schoenfeld (Schoenfeld); secretary, Peggy Donnelly (Fabian).

Woolner Adds the East

Skip Regan, vice-president in charge of Filmgroup sales and distribution, has announced the addition of the Eastern United States to the territory of Laurence Woolner, vice-president and Southern division sales manager.

Woolner now is in Hollywood for conferences with Roger Corman, Filmgroup president, and Regan on the sales campaign for the forthcoming "Atlas."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

"VILLAGE OF THE DAMNED" SATURATION OPENINGS ROLL UP

SENSATIONAL GROSSES!



NEW YORK SATURATION:

Tremendous week — tops $300,000! More than "Please Don't Eat The Daisies"!

OHIO-INDIANA SATURATION:

In 86 engagements, beats "The Mysterians", "Giant Of Marathon", and 40% better than "Time Machine"!

CAROLINAS SATURATION:

Consistently topping "The Mysterians" by 40% and "Giant of Marathon" by 30%!

LOS ANGELES AREA SATURATION:

Bigger than "Please Don't Eat The Daisies", "Time Machine"!

TEXAS-OKLAHOMA SATURATION:

Despite severe snow and storm, tops "The Mysterians" and "Time Machine" —double "Giant Of Marathon"!

AND GREAT REVIEWS!

"One of the trimmest, most original and serenely unnerving chillers in a long time!"
—N. Y. TIMES

"One of the neatest horror pictures since Peter Lorre went straight!"
— TIME MAGAZINE

"Far and away the neatest, cleverest and most believable of that genre!"
— N. Y. HERALD TRIBUNE

"Corking good entertainment! Highly recommended!"
—COLUMBUS, OHIO CITIZEN JOUR.

!

METRO-GOLDWYN-MAYER Presents GEORGE SANDERS
BARBARA SHELLEY

VILLAGE OF THE DAMNED

with MICHAEL GWYNN · Screen Play by STIRLING SILLIPHANT · WOLF RILLA · GEORGE BARCLAY
Based on the Novel "The Midwich Cuckoos" by JOHN WYNDHAM · Directed by WOLF RILLA · Produced by RONALD KINNOCH

MORE AREA SATURATION OPENINGS BEING SET! BOOK NOW FOR YOUR THEATRE!

Who's Where

Mel Pierce, who has been merchandising manager for KHJ-TV, Los Angeles, has been named to the newly-created post of director of merchandising for KTLA in the same city, it has been announced by Dick Jolliffe, general sales manager. Pierce assumed his new duties this week.

□

George Elber, who has resigned as senior partner in the New York law firm of David, Gilbert, Elber and Levine, will become associated with Four Star Television as vice-president, and will serve as executive assistant to Tom McDermott. He will be responsible for the supervision of business and legal affairs.

Perry Named Assistant To President of NAB

From THE DAILY Bureau

WASHINGTON, Dec. 27.—John L. Perry, former Florida newspaperman and administrative assistant to Gov. LeRoy Collins of that state, has been named assistant to the president of the National Association of Broadcasters. Governor Collins will take office as president of NAB early next month, filling the vacancy created by the death of Harold E. Fellows.

Governor Collins, commenting on the appointment, said Perry "will serve as my personal assistant, not in an administrative staff capacity. He will give me an extra mind for researching, writing, and analyzing. He will observe meetings I cannot attend and serve importantly as my liaison when necessary."

Monroe Rites Held

Funeral services were held on Monday at St. Luke's Episcopal Church, Forest Hills, L. I., for Charles S. Monroe, 52, manager of administrative services for the CBS Television Network's advertising and sales promotion department, who died suddenly on Saturday at his home in Forest Hills. Monroe edited and wrote scripts for many top radio and tv series.

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Landis Report Charges FCC Lacks Leadership, Has Varying Standards

By E. H. KAHN

WASHINGTON, Dec. 27.—The Federal Communications Commission has been sharply criticized for its lack of "strong and competent leadership" and for its "varying standards" and "Alice-In-Wonderland" procedures in a report to President-elect John F. Kennedy.

The report, which covered all the Federal regulatory agencies, was made by James M. Landis, former chairman of the Securities and Exchange Commission and Civil Aeronautics Board, who once was Dean of the Harvard Law School. Landis represented Skiatron Electronics and Television Co. in a proceeding before the S.E.C. earlier this year, and was a director of the pay-tv firm.

Some Praise Included

Landis commends the staff of FCC for its "technical excellence" but says that in spite of this, "the commission has drifted, vacillated, and stalled in almost every major area."

He notes that in granting broadcast licenses, "anonymous opinion writers for the commission pick from a collection of standards those that will support whatever decision the commission chooses to make." There are no real criteria for decision.

FCC's procedures are criticized as generating "unreal" issues which are argued with "useless evidence." Landis notes that though potential licensees propose programming of "high-sounding moral and ethical content" FCC knows the actual programming "bears no reasonable similitude to the programming proposed."

Cites 'UHF Debacle'

Landis states flatly that "on major policy matters, the commission seems incapable of reaching conclusions." He cites "the UHF debacle" as evidence of FCC's inability to make up its mind. He asserts, too, that FCC "has been subservient, far too subservient, to the subcommittees on communications of the Congress and their members. A strong suspicion also exists that far too great an influence is exercised over the commission by the networks."

Landis suggests that the President be given power to reorganize and oversee the regulatory agencies. Among other things, he would make it clear that the chairman is the agency's chief administrative and budgetary officer. He would also delegate additional duties to commission members.

Urges White House Authority

Landis wants the office of the President to play a greater role in the communications field. He would have communications policy coordinated and developed at the White House, including defense communications now handled by the Office of Civil and Defense Mobilization.

'Marriage' Here Jan. 6

"The Marriage-Go-Round," 20th Century-Fox release, will open Jan. 6 at the Paramount and Trans-Lux 85th Street Theatres here.

McMaster

(*Continued from page* 1)

rectors at which McMaster submitted his resignation as executive committee member and chairman. He will continue as a director.

Dr. Albert K. Chapman, vice-chairman of the board of directors, was elected chairman of the executive committee succeeding McMaster. James C. White, president and general manager of the Tennessee Eastman Company division of Kodak, was elected a member of the executive committee.

Dr. Chapman, who continues as vice-chairman of the board, served from May, 1952, to May, 1960, as the sixth president of Eastman Kodak. He has been associated with the firm since 1919. He has been a member of the executive committee since 1958.

'West Side' Bow

(*Continued from page* 1)

pany film in association with Seven Arts Productions, will open in a selected number of key cities next Christmas, Heineman revealed. The film is being shot in Eastmancolor and 70mm.

The picture will be launched with an all-media advertising and publicity campaign in January which will be tailored in the manner of a Broadway legitimate stage production. A series of advertisements in New York newspapers next month will signal the official opening of the extensive promotion for the film.

'Eternity' Entered

(*Continued from page* 1)

been released in Latin America and thus meets one of the major requirements of the Mar del Plata Festival regulations.

Robert J. Corkery, MPEAA vice president for Latin America, has been designated as the official U.S. delegate to the Festival.

Among the film personalities from Hollywood who are expected to attend are stars Robert Ryan and John Saxon, and producer Ronald Lubin.

Sales of Pine-Thomas Post-'48s Over Million

Sales to date of the package of 22 Pine-Thomas post-1948 pictures recently acquired by Colorama Features reached the $1,250,000 mark last week, Jules Weill, Colorama president, announced.

The films, which were originally distributed theatrically by Paramount Pictures, have been contracted for by 33 television stations in all parts of the country.

Del. Shopping Center Will Have New Drive-In Theatre

Special to THE DAILY

PHILADELPHIA, Dec. 27. — A drive-in theatre is included among the many features of the new $2 million discount shopping and amusement center which has been started by Albert A. Gilbert, local realtor and developer, at Price's Corner, three miles southwest of Wilmington, Del.

The center, which will also include a skating rink, amusement park, service station, restaurant and other specialty and service shops in addition to a discount department store, is expected to be completed during the summer.

Symposiums

(*Continued from page* 1)

to be introduced and solutions to major and minor problems confronting motion picture photography users will be offered by Arriflex Corporation of America, Natural Lighting Corporation and Magnasync Corporation.

First Show Feb. 14-16

Open to all industrial, commercial and private motion picture producers, the first show is slated for Kansas City, Feb. 14 to 16, at the Prom Motor Hotel. Subsequent sessions are on tap Feb. 20 and 21 at the Sheraton-Jefferson Hotel in Dallas, Tex; March 31 to April 1 at the Miramar Hotel, Santa Monica, Calif.

Other cities tentatively scheduled throughout the year are Salt Lake City, San Francisco and Seattle.

'Exodus' Grosses Top '80 Days,' Says U.A.

Otto Preminger's "Exodus" has rolled up a first week gross of $203,234 in seven key cities compared with the total receipts of $147,338 registered by Mike Todd's "Around the World in 80 Days," one of the film industry's all-time boxoffice hits, for a comparable period in the same situations, it was announced yesterday by William J. Heineman, vice president of United Artists. Both pictures are UA releases.

The seven cities covered by the comparative boxoffice report are: Los Angeles, Chicago, New York, Miami Beach, Dallas, Baltimore and Boston.

'Sundowners' Strong

Warner Brothers' "The Sundowners" is setting boxoffice records in situations from here to the Coast, it was reported yesterday by the company, which cited as a highlight the mark set by the film in its world premiere engagement at the Radio City Music Hall here, where it grossed $37,932 on Monday of this week. West Coast reports to Warners tell of a $7,785 gross for Sunday and Monday at the Beverly in Los Angeles.

Holiday Grosses Set Records over Country

Both 'Family' And 'Adult' Films Score

(*Continued from page* 1)

Hall attracting its usual blocks' long lines for its annual Christmas stage show.

Among the theatre chains reporting big Christmas holiday business, especially Sunday and Monday, were Loew's, American Broadcasting-Paramount Theatres, RKO and Stanley Warner, with the attractions at these houses showing a variety of entertainment fare which offered solid "family" shows as well as several "adult" features. They included "The World of Suzie Wong," "CinderFella," "Swiss Family Robinson," "The Grass Is Greener," "Flaming Star," "Where the Boys Are," "The 3 Worlds of Gulliver," "Facts of Life," "Butterfield 8," "Esther and the King" and such hard-ticket shows as "The Alamo," "Spartacus," "Ben-Hur" and "Exodus."

$136,000 at Music Hall

Radio City Music Hall with its Christmas show and Warners' "Sundowners" on the screen led Broadway with a very big $136,000 for the five days, Thursday through Monday, with a tremendous $200,000 expected for the week ending tonight, this despite the comparatively slow Friday and Saturday business.

Other attractions on the street also drew big returns for the four-day weekend. Paramount's "CinderFella" recorded $22,192 for this period at the Victoria, which equalled the returns of the entire first week's business" (pre-holiday) at this house. "The Grass Is Greener," playing a dual run, did $30,385 at the Astor, including a "sensational" close to $10,000 on Monday, and $13,477 at the Trans Lux 52nd Street, with a combined four-day take at both houses of $43,862, according to Universal, which expected close to $30,000 for the week at the latter theatre.

'Gulliver' Strong

Columbia's "The 3 Worlds of Gulliver" racked up $18,608 at the Forum for the four-day period, including a house record of $7,170 on Monday. Columbia reported MGM's "Butterfield 8," in its sixth week at the Capitol, also drew its share of the holiday crowds with a very fine $33,000 for the four days.

Walt Disney's "Swiss Family Robinson" scored strongly at its day-and-date engagements at the New Embassy where it did, for the four days, $12,000, including $4,700 on Monday, and at the Normandie where it attracted $10,000 for the same period, with a $4,100 Monday take. Buena Vista anticipates that the attraction will break the Normandie house record of $22,000 for a full week by the end of the "Robinson" first week tomorrow night.

"Can-Can" playing its popular price Broadway engagement at the Palace was expected to wind up its first week last night with a very fancy $38,000. The 20th Century-Fox musical is playing concurrently at the first-run Albee Theatre in Brooklyn where it also is reported as doing "very well."

Presley Film Draws Well

Elvis Presley's "Flaming Star" recorded a "good" $16,500 for the four days at the Paramount theatre.

"Ballad of a Soldier," Russian film, set a new opening day record of $3,426 at the Murray Hill theatre on Monday, the first day of its American premiere engagement at this East Side art house, according to Kingsley International, the picture's distributors.

Exceptional box office strength was demonstrated by all five of the roadshow engagements currently featured on Broadway.

Otto Preminger's "Exodus" (United Artists) played to capacity audiences for the four days, this representing a take of $29,773 at the Warner theatre. Capacity is reported for the rest of the week here. The same company's "The Alamo," which is playing a hard-ticket engagement at the Rivoli, reported $17,976 for the same period.

Universal's "Spartacus" at the DeMille is the only roadshow film attraction on Broadway to add an extra morning show starting Monday, and running through the holiday week. It did $26,055 for the four days, according to U-I. The company anticipated $38,000 for the week ending tonight.

Sellouts for 'Pepe'

Eight complete sellouts out of nine performances during the four-day weekend were reported by Columbia for its hard-ticket run of "Pepe" at the Criterion, representing a take of $35,708 against an absolute maximum potential of $36,827. The company reports the house as completely sold out through New Year's Day.

On top of a comparatively "light" Friday night, "Ben-Hur" at Loew's State picked up on Saturday, and drew capacity business Sunday and Monday for a very fine $29,000 for the period, with Metro-Goldwyn-Mayer anticipating $46,000 for the week ending tonight. Company also reports that all matinees are sold out for this week.

Moviegoers Out in Force At Baltimore Theatres

BALTIMORE, Dec. 27. — This week promises to be a busy one at first-run theatres. Starting Christmas Day, moviegoers turned-out in force resulting in "Exodus" showing to capacity at the Mayfair: "The World of Suzie Wong" breaking records at the Charles, an art house, "Ben-Hur" picking-up, what with the announcement of its three final weeks at the Town: "The Grass Is Greener" opening strong as a holiday attraction at the Stanton and retaining that substantial start; and "Butterfield 8" which had tapered-off slightly in face of pre-Christmas shopping in its fifth week, staged a comeback and filled the nearly 3,000-seat Hippodrome during the weekend.

"CinderFella" at the Century and "Facts Of Life" at the New are somewhat above average with both holdovers.

Dallas Enjoys 'Merriest Christmas in Years'

Special to THE DAILY

DALLAS, Dec. 27.—"The merriest Christmas in years" was enjoyed at theatres here this week, executives of leading circuits said today.

Interstate Theatres captured all age groups with a tremendous response to "Exodus" on reserved-seat basis at the downtown Tower. There was SRO at the suburban Village for "Swiss Family Robinson." Also playing to large crowds was the "Three Worlds of Gulliver" at the suburban Inwood. "CinderFella" at the Palace and "Flaming Star" at the Majestic had better than good attendance, and "The World of Suzie Wong" at the Esquire drew capaeity crowds.

It was bigger than last year's business, stated James O'Cherry, city manager. "However, we have been running ahead of last year's figures all fall," he added.

Bob Euler, supervisor for McLendon Theatres, said, "We doubled last year's figures with "The Three Worlds of Gulliver," at the Cas Linda and the Preston Royal. "Ben-Hur," after a brief absence from the Dallas scene, came back for terrific response at Isley's Granada and Rowley United's Wynnewood.

At Trans-Texas Norm Levinson reported the Capri behind last year with the tenth week of "The Alamo" competing against the first week of "Solomon and Sheba." However, their art house, the Fine Art, with the revival of "Lili," surged ahead of last year.

Holiday Brings Upsurge In Charlotte, N.C. Business

CHARLOTTE, Dec. 27.—The holiday season brought an upsurge to Charlotte theatre business, thanks mainly to pictures like "Swiss Family Robinson," "Where The Boys Are" and "Carry On Nurse."

Manor theatre manager Ryt Suez said "Swiss Family Robinson" business also equaled that of "Ole Yeller" and said it was ahead of that for "Operation Petticoat" last Christmas. Suez said: "We've turned away people at every performance."

The same record-breaking business was reported by the Plaza Theatre playing "Where The Boys Are." Manager A. B. Craver said business showed a definite upturn as soon as the picture opened Thursday before Christmas and said receipts were ahead of those for "Never So Few" which played last Christmas.

The Visulite Theatre, playing "Carry On Nurse," reported very good business and also said receipts were ahead of last year's. Grosses are the biggest since the theatre played "Village of The Damned" a few weeks ago and will give the theatre its best December in history.

The Carolina Theatre reported Elvis Presley's "Flaming Star" opened slowly on Wednesday before Christmas. But business improved noticeably on Christmas Day and the day after. The Imperial also reported a Christmas Day pickup for Jerry Lewis' "CinderFella."

Key Cities Report Takes Ahead of '59

Holiday Weekend Proves Box Office Bonanza in L.A.

HOLLYWOOD, Dec. 27. — The three-day Christmas holiday weekend proved a box office bonanza at 27 theatres showing first-run films, reporting close to $180,000 for the three-day return.

Topping the list of eight new films for the period was "Exodus" at the Fox Wilshire with $16,500 in the till aided by the advance sale. Another standout was "Sundowners" at the Beverly with $7,700 take. "Cimarron," opening Christmas night, reported $7,300 for a two-day take.

On regular holdovers "Suzie Wong" reported $20,000 for three days at the Chinese. "Never on Sunday" registered $4,500 for the weekend in its fifth frame. "Ben-Hur," in its 57th week racked up a capacity $18,900; "Spartacus" took $13,000, now in its tenth week; "This Is Cinerama, $9,000; and "The Alamo," $8,000, now in its ninth week at Carthay.

'Swiss Family' a Hit

Other standouts were "Swiss Family Robinson," which doubling with "Raymie" took $14,000 in three houses; "Three Worlds of Gulliver" grossed $8,700 in three; "Flaming Star" teamed with "For The Love of Mike" took $7,200 in two houses; and "Where The Boys Are," on exclusive run at the Four Star, Garnered $7,000 for the weekend.

"CinderFella" banked $16,700 in four spots.

One of the largest star turnouts in years was on hand tonight for the gala West Coast invitational premiere of George Sidney's "Pepe," starring Cantinflas, at the Stanley Warner Beverly Hills Theatre. Roadshow engagement of the picture begins tomorrow.

National Pre-Selling

IN THE year end issue of "Life," which celebrates 25 years of publishing, there is a gallery of beauties who have graced the pages of "Life" down through the years.

Many are motion picture stars. There are attractive photos of Rita Hayworth made in 1941, Ingrid Bergman in 1945, Marlene Dietrich and Marilyn Monroe in 1952, Ava Gardner in 1954, Elizabeth Taylor in 1953 and Brigitte Bardot in 1958.

•

"The Three Worlds of Gulliver," the Columbia film which charts an entertaining course through the adventures of a English ship's doctor, is reviewed in the December issue of "Seventeen." The doctor finds himself a prisoner in the curious lands of Lilliput and Brobdingnag. This engaging film was based on Jonathon Swift's internationally famous satire "Gulliver's Travels."

•

John Wayne's "The Alamo," reports Catherine Edwards in the January issue of "Parents," has a very human quality which permeates this authentic telling of the gallant defense of the Alamo, an improvised fortress in San Antonio by 183 men, all of whom lost their lives."

At the time, 1836, Texas was part of Mexico and its citizens were revolting against the tyranny of dictator General Santa Anna.

•

An excellent page ad on "The Grass Is Greener," in a bright green, appears in the Jan. 3 issue of "Look." This new U-I film stars Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons.

•

Richard Marek, for the January "McCall's," has selected the 10 best pictures, in his opinion that were made in Hollywood during 1960. They are: "Who Was That Lady," "Home From the Hill," "A Dog of Flanders," "The Apartment," "Inherit The Wind," "The Sundowners," "The Savage Innocents," "Sons and Lovers," "Sunrise At Campobello," and "The Magnificent Seven."

•

"Midnight Lace," the slick mystery film starring Doris Day and Rex Harrison, receives a laudatory review in the December issue of "Redbook."

In this U.I. film Doris Day plays the wife of a wealthy English banker. She narrowly escapes being hit by a falling girder and is almost run over by a bus. But she can't convince her husband she is telling the truth. This film should keep audiences on the edge of their seats.

•

"The World of Suzie Wong" and its star Nancy Kwan received an upbeat review in the Dec. 4 issue of "The American Weekly."

WALTER HAAS

Silber, Stoltz Form New Production Unit

From THE DAILY Bureau

HOLLYWOOD, Dec. 27. — A new film production company has been formed here by Arthur Silber, Philadelphia exhibitor and furniture chain owner, and Arnold Stoltz, former sales manager of Edward Small-Eagle-Lion releases and national director of P.R.C. and exploitation chief of United Artists. Stoltz is also a winner of the Quigley Publication Silver Grand Award for showmanship.

Silber-Stoltz Productions plans to make "big budget" films, it was stated. They will make one picture a year, using "best-sellers" in the "offbeat" field.

'Hiroshima' Wins '60 Burstyn Award

"Hiroshima, Mon Amour," a Zenith International release, will receive the eighth annual Joseph Burstyn Award as the "outstanding foreign language film of 1960," from the International Film Importers and Distributors Ass'n., it was announced yesterday by Michael F. Mayer, executive director of IFIDA.

Second prize went to "General Della Rovere," released by Continental; third was a tie with "Never On Sunday," released by Lopert, and "Ballad of a Soldier," released by Kingsley International, and the fourth was "World of Apu," released by Harrison Film Corporation.

The selection was made by importers and distributors of foreign films in the United States. The Burstyn Award for 1959 also went to a Zenith International release, "The 400 Blows."

The formal presentation of the Burstyn Award for 1960 to Daniel Frankel, president of Zenith International, at a cocktail party is now being planned.

TENT TALK

Variety Club News

DALLAS—A diversified entertainment program has been prepared for the new quarters of Dallas Variety Club, located in the building housing the Town and Country Restaurant. The club will occupy the new rooms on Feb. 1. In addition to weekly previews of hit films in its screening room, the club will offer a series of "nights" which will cater to all tastes.

△

ALBANY, N. Y. — Murray Gans, sales manager of Stanley Warner-operated WAST-TV, Albany, has been reelected a member of the "crew" of the local Variety Club.

REVIEW:

Tess of the Storm Country

20th-Fox—CinemaScope

HARTFORD, Dec. 27

Americans, young and old, have acclaimed Grace Miller White's timeless novel of first love and there's no reason why this faithful adaptation, by producer Everett Chambers and director Paul Guilfoyle, won't draw an encouraging quantity of family audiences in any given situation.

The screenplay, by Charles Lang, has incorporated wholesome touches, and the photography, by Academy Award winner James Wong Howe, has caught some superb glimpses of rural America. By way of promotion background, it may be stressed that two of the American film industry's all-time greats, Mary Pickford and Jaynet Gaynor, were starred as Tess, one in the silent version, the latter in an early sound presentation.

Diane Baker, who's been previously seen in 20th-Fox's "The Diary of Anne Frank" and "The Best of Everything," projects warmth, sensitivity and strength as Tess of the title. She is seen as a lass newly-arrived from Scotland to marry a farmer, only to discover that he has been killed in a row over a chemical plant which had been polluting his stream. As heir to the property, Tess MacLean begins a struggle against the Mennonites who sold the property for the plant, finds herself falling in love with their son, Peter (Jack Ging).

The picture shines best through the distinguished efforts of character actors, most notably Lee Philips, the grim-countenanced, love-bent school teacher of "Peyton Place," and Wallace Ford, the quizzically-glaring supporting player of scores of major vehicles.

Clarence Eurist was production supervisor with the bulk of location footage handled near Sonora, Calif., the same terrain, incidentally, used for the early Mary Pickford version.

The film is in CinemaScope and De Luxe Color.

Running time, 84 minutes. Release, in December.

A. M. W.

Sunday Films for Scots But Without 'X' Type

Special to THE DAILY

GLASGOW, Scotland, Dec. 24 (By Air Mail).—Sunday cinema shows are to be allowed in Lanarkshire, important industrial county of west Scotland, but those with "X" certificates will be banned. This has been recommended to Lanarkshire County Council by its General Purposes Committee.

It is stipulated, also, that film performances must not commence on Sundays before 7:30 P.M. This will avoid clashing with church services, a delicate problem in this country.

The committee has also recommended that theatres and other places of public entertainment be allowed to open on Sundays, except for dancing and the game of "housey-housey," (Bingo).

PEOPLE

Laurence A. Tisch, chairman the board of directors of Loew Theatres, Inc., has been elected member of the board of overseers the Albert Einstein College of Me cine. The board of overseers dire the overall planning and impleme tation of the college's developme program.

□

Louis de Rochemont, film proc cer, has joined with D. C. Heath Co. of Boston, textbook publishe in the formation of a new organiz tion, Heath-de Rochemont Cor with offices in New York and Bost specializing in the utilization of m media communication technique educational purposes. The first pr ect is a foreign language cour "Parlons Francaise," currently bei televised through the facilities of t National Educational Television a Radio Center for third and fou grade students.

□

Roger Tilton, former instruct at City College of New York a Columbia University, has been a pointed head of the motion pictu department of the Brooks Institu of Photography, Santa Barbara, C He has produced film work in t past for the U. S. Army, United N tions, NBC and CBS.

□

Maurice F. Barr, vice-president Paramount Gulf Theatres, New O leans, has been elected to the boa of directors of the New Orlea Chamber of Commerce.

Fred F. Florence

Fred F. Florence, Dallas financi who was involved with the late Lou B. Mayer in the proxy fight in Loew -MGM in 1957, died at the week end. He was chairman of the exec tive committee of the Republic N tional Bank of Dallas and a direct of many companies, including Bon Stores, Inc. In 1957 Florence an Stanley Meyer, representing sever blocks of Loew's stock, including th owned by Mayer, made an unsucces ful fight to oust Joseph R. Vogel president of the company.

Architects' Fees OK'd

(*Continued from page* 1)

proved the economic survey by vote of four to one, and appropriate $162,500 for architects fees.

Supervisors also agreed to orde the county council to prepare a enabling ordinance for submission t the state legislature, stipulating tha they would not condemn land for building site, valued at $300,000 un til an enabling ordinance is passed.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 88, NO. 122 NEW YORK, U.S.A., THURSDAY, DECEMBER 29, 1960 TEN CENTS

Gross Down 6%

Decline in U.K. Industry Seen Slowed

14% Admission Drop in '60 Vs. 20% Last Year

By WILLIAM PAY

LONDON, Dec. 28.—The rate of decline in the British film industry which has been noted over the past several years appears to have been retarded during 1960.

The Board of Trade has provisionally estimated that theatre admissions for 1960 will aggregate 525,000,000. This is 14 per cent lower than the decline registered in the previous year. The rate of decline in 1959 was 20

(*Continued on page 2*)

See Wage Exemption To Remain for Theatres

From THE DAILY Bureau

WASHINGTON, Dec. 28. — Rep. James Roosevelt (D., Calif.) has told MOTION PICTURE DAILY that "the odds are that the exemption will remain for theatres when the new minimum wage law is introduced in the next session of Congress.

Roosevelt, chief architect of last

(*Continued on page 3*)

Insurers Reject Full Claim for 'Cleopatra'

From THE DAILY Bureau

LONDON, Dec. 28.—London underwriters have repudiated liability to 20th Century-Fox for the latter's $2,380,000 insurance claim on "Cleopatra," the production of which was interrupted here by the illness of its star, Elizabeth Taylor.

A spokesman for the insurance

(*Continued on page 2*)

TELEVISION TODAY—page 4



Top Ten Money Making Stars



DORIS DAY

By RICHARD GERTNER

WITH THREE "blockbusters" going for her throughout the past year, Doris Day easily copped the Number One spot in the annual Money Making Stars poll conducted by Motion Picture Herald for Fame.

Miss Day won the honor by a wide margin. The pictures that put her on top were "Pillow Talk" and "Midnight Lace," both for Universal, and "Please Don't Eat The Daisies," for M-G-M.

Miss Day is the first woman to lead the poll since 1943 when Betty Grable was Number One. Only two others of her sex have held the top spot in the 29-year history of the poll. They are Marie Dressler and Shirley Temple.

The other nine stars in the Top Ten for 1960, in order, are as follows: Rock Hudson, Cary Grant, Elizabeth Taylor, Debbie Reynolds, Tony Curtis, Sandra Dee, Frank Sinatra, Jack Lemmon, and John Wayne.

THE Herald Money Making Stars poll is conducted by direct mail ballot among the exhibitors of the United States and Canada. Theatre men in the United States are divided into circuit houses and independents with the final tally the combined voting.

Six of the Top Ten stars this year were also among the winners in 1959; three are appearing for the first time; and one is making a return. On last year were Miss Day, Hudson, Grant, Miss Reynolds, Sinatra, and Wayne. On the list for the first time are Curtis, Miss Dee, and Lemmon. Reappearing after being off last year is Elizabeth Taylor.

The three stars who won last year but dropped off this time are Glenn Ford, Jerry Lewis and Susan Hayward. Lewis was 11th this year and Ford was 12th.

Miss Day is making her fourth appearance on the poll. She first appeared in 1951 in ninth place and moved up to fourth in 1952. Thence she disappeared until 1959, when she was fourth again.

Miss Day has come a long way in films since 1948, when she made

(*Continued on page 3*)

Top Product Line-Up

Para. Slates Two National Sales Meetings

Set in New York, Jan. 4-6; Also in Chicago, Jan. 10-12

Heralding one of the most important product line-ups in the history of Paramount Pictures, Jerome Pickman, vice - president and domestic general sales manager, has announced two national sales meetings to be held in New York and Chicago beginning next week. The meetings have been scheduled to be held in 4-6, and in Chicago, Jan. 10-12.



Jerome Pickman

Formulation of sales and merchandising plans for all Paramount fea-

(*Continued on page 5*)

Loew's 72nd St. Closes Sunday

Loew's 72nd Street Theatre, located on the west block-front of Third Avenue between 71st and 72nd Streets, will draw its curtains for the last time after Sunday night's presentation of "The World of Suzie Wong."

Shortly thereafter, it will fall beneath the wrecker's hammers to make way for a 20-story luxury apartment house to be erected by the Tishman Realty Company, which, eight months ago, consummated a 99-year ground lease with Loew's Theatres, Inc., owners of the property.

Unlike such theatres as the Roxy

(*Continued on page 5*)

Happy New Year United Artists

PERSONAL MENTION

M. M. ROSEN, personnel director of the MGM home offices, has left here for a vacation in Hawaii.

•

PETER SELLERS, starred in 20th Century-Fox's forthcoming "The Millionairess," is scheduled to arrive in New York on Feb. 1 to participate in promotional activity for the picture.

•

R. J. "HAP" BARNES, president of ABC Theatrical Enterprises, Atlanta, has left there for a business trip to Florida.

•

MIRIAM COLON, featured in "One-Eyed Jacks" for Paramount, has returned to Hollywood from New York.

•

JOHNNIE HARRELL, head buyer for Martin Theatres, Atlanta, has returned there from Jacksonville.

Loew's Shifts Brown To St. Louis Theatres

Special to THE DAILY

BOSTON, Mass., Dec. 28.— Loew's Theatres shifted Louis A. Brown, advertising and public relations director for the northeastern division of Loew's Theatres, including the Orpheum in Boston, to St. Louis, Mo., where Loew's has two large downtown houses.

Charles Kurtzman, executive in charge of all Loew's out of town theatres, and William E. Elder, eastern division manager of Loew's Theatres, announced the changes. James Tibbetts, manager of Loew's Orpheum, Boston, becomes also advertising director and public relations director.

Brown came to Boston 16 months ago after serving in a similar capacity for Loew's Poli New England Theatres, with headquarters in New Haven, for nearly 20 years.

Increase your CONCESSION SALES with Full Color CONCESSION TRAILERS from NATIONAL SCREEN Special SERVICE

'Suzie Wong' Paces Business at Washington, D.C., For Holiday, Doing 60% Better Than Film Last Year

From THE DAILY Bureau

WASHINGTON, Dec. 28.—"The World of Suzie Wong" at the Town Theatre is doing about 60 per cent better than "Li'l Abner" was grossing a year ago. Loew's Palace reports that "Butterfield 8," even though it has been playing almost eight weeks, is comparable to the year before. "The Three Worlds of Gulliver" at Loew's Capitol is about 15 per cent better than last year's grosses.

"The Facts of Life" at Keith's is doing very well although its receipts are about 20 per cent lower than those taken in last year for "On the Beach," a movie that did unusually well in Washington. "Wackiest Ship in the Army" at the Trans Lux is doing exceedingly well but so did "Anatomy of a Murder" which played during 1959's closing days.

Smash business is reported for "Never on Sunday" at the Dupont. Manager Jean Imhoff points out that business is up 400 per cent over grosses for "libel" which did not do well last year.

The KB chain has a hit with "Make Mine Mink" at the MacArthur. Receipts are almost four times higher than with "The Mouse That Roared" last year. "Midnight Lace," closing out at the Ontario, had grosses twice as high as "Happy Anniversary" last year and "The Grass Is Greener," coming in now, is expected to do even better.

U.K. Industry

(*Continued from page* 1)

per cent, and in 1958 and 1957, it was 17 per cent.

The 1960 theatre gross is estimated at £65,000,000 ($182,000,000), some six per cent lower than 1959. The average 1960 admission price was 30 pence, compared to 27.7 pence the year before. This is due principally to increased admission prices but also to an upward drift in overage grosses in the course of the year.

The number of theatres operating declined from 3,450 at the end of 1959 to some 3,100 at the end of 1960. The estimated net closings of 350 in 1960 compares with 440 closings in 1959.

Rentals Off Slightly

The gross film rentals charged by distributors in 1959 were £19,300,000 ($54,040,000), compared to £21,400,000 ($59,920,000) in 1958. Of this £7,900,000 was for British films and £10,900,000 for films from the dollar area.

'Alamo' Does $25,300

John Wayne's Todd-AO production of "The Alamo" grossed an outstanding $25,300 for the ninth week of its road-show engagement at the Rivoli Theatre on Broadway, it was announced by United Artists.

Holiday Notice

MOTION PICTURE DAILY will not be published tomorrow, Dec. 30, nor Monday, Jan. 2, because of the New Year holiday.

Albany Yule Business Fair; 'Swiss' Strong

Special to THE DAILY

ALBANY, N. Y., Dec. 28.—"Swiss Family Robinson" proved the picture doing the most to thaw out some of the holiday box-office freeze in the Albany exchange district. The Buena Vista release, which played Fabian's Palace here, as well as a number of out-of-town first runs, was a particularly strong matinee draw. Local matinee children's admission was 50 cents.

Patronage on Christmas Day was generally "off." Monday's trade ranged from good to poor, depending on the situation and the picture. Spring-like weather both days was not considered helpful.

"Ben-Hur," in its 13th week at the Stanley Warner Ritz, rebounded the day after Christmas. The Metro spectacle has played to an estimated 70,000 persons, at $4 and $2.50 top. Ten per cent of this, school children, paid a group rate of 90 cents. Support from Catholic institutions has been unusually strong.

Utica Engagement Ends

A "Ben-Hur" eight-week engagement at Kallet's Uptown, Utica, ended last Wednesday, when "The 3 Worlds of Gulliver" followed.

"Flaming Star" reportedly was nonmeteoric, but fair, on its first regular showing in Watertown. "North to Alaska" moved ahead nicely in smaller situations.

Summarizing, it can be said that this year's pre-Christmas slump was deep, due to product weakness, weather and other unfavorable factors; that holiday ticket-buying fell below the 1959 level.

Industry men hope for a bigger New Year's weekend attendance.

Urge Soviet Films On Ghana Theatres

Special to THE DAILY

ACCRA, Ghana, Dec. 24 (By Air Mail). — Theatre owners and other film distributors here have been told by the Ghana Ministry of Information that it wants to see Soviet films exhibited in Ghana theatres.

The government film board reportedly has rejected 80 per cent of the films here, including many United States and British productions. The exhibitors and distributors had attempted to protest the board's censorship controls, asserting that their effect would be to make it virtually impossible to acquire new films for January showings.

The Minister of Information suggested they obtain films from the Soviet Union.

Insurers Reject

(*Continued from page* 1)

brokers said, "No doubt there will be a compromise on a lower figure."

Meanwhile, Miss Taylor began tests at Pinewood Studios today, with shooting scheduled to resume in January. However, a final decision on this awaits further conferences with Spyros Skouras, 20th Century-Fox president, in New York.

'Suzie' Top Grosser

Ray Stark's "The World of Suzie Wong" is registering top grosses in its current pre-release engagements, playing to capacity audiences in every situation, according to consolidated reports. The Paramount release set a new single day's record at the Chinese Theatre, Hollywood, on Sunday, grossing $10,014. The Technicolor drama registered $27,734 for the four days ending Monday at the showcase.

'Exodus' to Seattle

Otto Preminger's "Exodus" will have its Seattle, Wash., premiere at the Blue Mouse Theatre on Mar. 1, starting an exclusive, unlimited, reserved-seat engagement. Mail orders for seats are being accepted now. "Exodus" will play ten performances weekly.

NEW YORK THEATRES

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TOP TEN MONEY-MAKING STARS

(*Continued from page* 1)

her first picture, "Romance on the High Seas," for Warner Bros. Until then she was unknown to the public except as a singer.

She spent almost eight years at Warner Bros., making some 17 pictures there. She left that lot in the Winter of 1954 for her first outside picture as the star of MGM's "Love Me or Leave Me," in which she portrayed Ruth Etting, famed songstress of the 1920s. Her talents have not been restricted to singing for a long time. She first played a dramatic role in "Young Man with a Horn" in 1950 and has since done "Storm Warning," "The Man Who Knew Too Much" and "Julie." Her performance as the distraught heroine of "Midnight Lace" won critical plaudits last year.

Hudson Former Double Winner

In winning first place in the poll this year Miss Day edged out the Number One winner last year, Rock Hudson, who nonetheless was voted into the Number Two Spot. Hudson has led the Top Ten twice, the other time being in 1957, in which year he first appeared on the list. He has not missed a year since, having been Number Five in 1958.

Hudson's big hit for 1960 was "Pillow Talk," in which he co-starred with Miss Day. Coming up in 1961 are "Day of the Gun" and "Come September."

It also took only one "blockbuster" to enable the Number Three star this year—Cary Grant—to hold his own again. The picture that did the trick was the phenomenally successful "Operation Petticoat."

In Top Group Four Times

Grant has been among the Top Ten on four occasions, the previous years being 1944 (No. 9) and 1949 (No. 8). With "The Grass Is Greener" going out late in 1960, it looks a sure thing for him to be on the list next year, too.

Returning to the Top Ten after having been absent last year is Number Four, Elizabeth Taylor. In 1958 she held the Number Two position. Credit for her strong showing this year goes to two films—"Suddenly, Last Summer," for which she won an Academy Award nomination, and "Butterfield 8," which may win her the same honor in 1961. Her next role will be the lead in "Cleopatra."

Miss Reynolds Again Fifth

Holding the same spot this year that she had last is Number Five—Debbie Reynolds. This versatile young star (she is equally adept as singer-dancer and actress) showed off her talents in 1960 in "The Gazebo," a comedy-melodrama, and "The Rat Race," a drama. The result: she's as big as ever with audiences and exhibitors.

Joining the veterans on the poll this year as Number Six is Tony Curtis, who was chosen by exhibitors as a "Star of Tomorrow" back in 1953. In 1955 he was 23rd on the Top Money Making Stars list, and now five years later he has made his way into the circle of the select 10. One of the busiest stars in Hollywood, Curtis keeps moving from one major role to another. His successes in 1960 included "Who Was That Lady?" and "The Rat Race," the latter with Miss Reynolds. He is also credited with boosting "Spartacus," which had a few special engagements in the Fall of the year.



ROCK HUDSON



CARY GRANT



ELIZABETH TAYLOR



DEBBIE REYNOLDS



TONY CURTIS



SANDRA DEE



FRANK SINATRA



JACK LEMMON



JOHN WAYNE

Sandra Dee a Newcomer

Another newcomer to the poll is Sandra Dee, Number Seven. Her appearance among the Top Ten is rapid indeed, since she was voted the Number One Star of Tomorrow only last year.

This is reflective of the speed with which her entire film career has moved; she made her debut only four years ago in "Until They Sail." That picture was for MGM on loanout from Universal; since then her home studio has starred her in "Imitation of Life," "Stranger in My Arms," "Portrait in Black," and the upcoming "Romanoff and Juliet" and "Come September." On loanout she also made "The Reluctant Debutante," "Gidget" and "A Summer Place."

Sinatra Down a Notch

Down one notch this year—from Number Seven last to Number Eight—is Frank Sinatra, who has been a Top Ten winner every year since 1956. In circulation for him in 1959 were three hits, "Never So Few," "Can-Can" and "Ocean's 11."

At the Number Nine spot is another newcomer to the Top Ten, Jack Lemmon. He was pegged for stardom in the Stars of Tomorrow poll back in 1955 when exhibitors put him in the lead that year. A versatile actor, Lemmon had an extensive career in television in New York before he made his film debut at Columbia in "It Should Happen to You" in 1954.

Other top credits include "Operation Mad Ball," "Bell, Book and Candle," "It Happened to Jane," "Some Like It Hot" and 1960's "The Apartment," in which his performance earned rave reviews from critics.

Wayne's Record Impressive

John Wayne, the Number Ten Star, has been among the Top Ten more times than any of the others on this year's list. First appearing in 1949 he took the Number One spot three times over the years. And except for 1958, when he slipped just below the magic circle, he has been among the ten winners ever since.

In 1960 he made two top films: "North to Alaska" and "The Alamo," the latter, which he also produced and directed, the culmination of an old dream.

Minimum Wage

(*Continued from page* 1)

session's house minimum wage bill, said that "great progress is being made" in drafting a new pay floor law. He said that in all probability, similar or identical bills on minimum wages will be introduced in the House and the Senate."

The bill is still being worked on jointly by the staffs of the Senate and House labor committees and representatives of the incoming administration. Though Roosevelt seemed confident that the motion picture theatre exemption would continue, said he was unable to "give any idea at this time" as to the other industries that might be excluded from the law that will be proposed.

Commenting on a report that Sen. Fulbright (D., Ark.) has said that he will urge President-Elect Kennedy to defer action on raising the minimum wage bill until after the U.S. has rectified its balance-of-payment problems, Roosevelt noted that Fulbright is on the Senate foreign relations committee and that wage legislation does not fall within the group's province.

'Eichmann' Date Mar. 6

HOLLYWOOD, Dec. 28. — The target date for getting "Operation Eichmann" into theatres was fixed by Allied Artists producers Samuel Bischoff and David Diamond as March 6, day when the former Nazi S.S. colonel Adolf Eichmann goes on trial for his life in Israel, charged with responsibility in slaughter of six million Jews.

THE NEXT FIFTEEN

Immediately following the box office champions in the Money Making Stars Poll were 15 stars, who are, in order as follows: Jerry Lewis, Glenn Ford, Paul Newman, William Holden, Kirk Douglas, Charlton Heston, Shirley MacLaine, James Stewart, Burt Lancaster, Joanne Woodward, Elvis Presley, Pat Boone, Yul Brynner. Robert Mitchum, and Gary Cooper.

The Critics Say...

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Carmela Martin, *Press-Tribune, Roseville, Calif.:*

The most chronic complaint we receive is that the networks schedule good shows to compete with one another. There are so few good shows on tv it is too bad they must compete. I really feel the advertisers would gain more if they did not compete, then the audiences for the top shows would be increased.

With so few shows designed and suitable for children, it is too bad that Shirley Temple must compete with Lassie when both are among the best children's shows.

•

Marvin M. Midgette, *The Valley News, White River Junction, Vermont:*

Deplore continued dependence upon violence, although pick Untouchables as top show. Appreciate indications that networks are spreading out better regulars and spectaculars throughout the week, rather than crowding them opposite each other. Public service programming (elections, etc.) healthy sign that medium is moving forward. Hate copycat themes (Surfside Six, Islanders, etc.). Glad Omnibus is back; miss Telephone Hour.

•

Allan Gilbert, Jr., *Northwest Arkansas Times, Fayetteville, Arkansas:*

It is interesting to note that tv has made giant strides in the field of interpretive, documentary and spot news coverage (non-fiction), while slipping backwards in the entertainment (fiction field). News, being relatively concrete, offers a challenge with an obvious, tangible solution. I feel the networks have done a good job of finding the solution. On the other hand the networks remind me of the old alchemists with their eternal hope that the next piece of lead they drop into their crucible will emerge pure gold. This season they've almost reversed the process by turning several pieces of silver into zinc (Maverick, for one). This process was never more evident than this winter with countless shows starring persons (with desultory results) who were really quite good in earlier seasons as supporting players. The switch of Maverick (a good show) and the Alaskans (a mediocre show) for Maverick (now a mediocre show) and the Roaring 20's (a poor show) is typical. What's to be done? I think tv should eventually endeavor to divide its efforts in as practical a manner as possible to achieve the results that the viewing public could during the evening hours have a choice between (1) a play, (2) News, (3) Music, (4) variety, quiz or panel show. By producing an equal amount in each category and scheduling them properly the viewer would be able to suit his own tastes and the networks could spend more time and talent on each production. The major point being a cutback in the area of plays, filling that void with good musical and news or variety programming. By restricting tv appetite for play scripts, perhaps better ones would result. The day is not far off, too, when tv can cull its own files for outstanding shows to repeat in daytime hours (like today's movies). More of that could be done today.

•

Joe Bryant, *The Ft. Lauderdale News, Ft. Lauderdale, Florida:*

The increase in "public service" and informative programs and good drama, while slight, is encouraging. Still to be broken are the shackles of inequitable rating systems and advertisers' control of program contents. But while we viewers charge the networks with the need to improve quality, we must also accept our responsibilities as viewers: No one tells us we *must* watch a given show: If it is offensive, we should pass it up and then write the networks, sponsors and FCC stating clearly but emphatically our reasons.

•

Allen P. Dudley, *The Republican-Courier, Findlay, Ohio:*

TV is really trying to please a huge and fickle audience. I am always amazed at the amount of time given to special programs which do help to educate or entertain, or inform, even though one knows it is an experiment.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

PRESENTED for the first time back in March, 1956, NBC-TV's dramatic "The Twisted Cross," will be shown for the fifth time, Tuesday, Jan. 3 (10-11 P.M.). Produced by Don Hyatt, with Alexander Scourby, the narrator, the filmed doeumentary of Hitler's hymn of hate will feature an introduction by Brig. Gen. Telford Taylor who was chief counsel for the prosecution in the Nuremburg war criminal trials. . . . A special deal, concluded by Ray Junkin for Program Sales Inc. and Geo. Richfield, calls for the production next year of 169 "Wally Bear" filmcartoons to be filmed at the Bill Sturm Studios in New York. . . . He'll take a good suggestion anytime. We mean young Bob Velazco. His phone has been so busy these past few months that many of his satisfied clients said, "Bob, you should incorporate." He did so and his enterprising firm is now Musifex, Inc. . . . Sid Caesar, Ronald Reagan and Patricia Barry will co-star on CBSunday, Jan. 22 in "General Electric Theatre" presentation of a comedy, "The Devil You Say." . . . Birthday-partying his daughter Stephanie this week at the Eden Roc Club in N'Yawk, Bill Bendix admitted to all and sundry that he wouldn't mind some video guestints as a song & dance man. Starring in the musical "Take Me Along" has brought out the musical "ham" in him, humm? . . . Howard Cosell's 55-minute radio special "Sports Review—1960" to be ABCast next Sunday will feature sports aces Jimmy Piersall, Rafer Johnson and Joe Bellino among others. . . . Flickstar Van Johnson will be featured Sunday, Jan. 8, on the Allen Funt-Arthur Godfrey CBScintillating, "Candid Camera." Incidentally about 18 months ago when Godfrey was recuperating from cancer surgery, he received a letter from a well wisher who wrote of his admiration for the red-head's courage, etc. As a result, the letter writer, Anthony Termini, produced a one-hour video taped program in which Godfrey asks frank and down-to-earth questions about the dread disease of Dr. Jonathan Rhoades, Dr. Thomas Dougherty and Lane Adams, exec veepee of the American Cancer Society. Film is so fine that kinescopes have been made for distribution around the country. . . .

☆ ☆ ☆

Bess Myerson, former "Miss America," who utilized that rare combination of Beauty, Brains and Business acumen to attain stardom in TV, will be featured with Robert Cummings (Queen & King) in the national telecast over the ABChannels of the "Tournament of Roses" Parade, Monday, January 2. . . . Should be quite a shindig when the Lambs Club Honors the great Mischa Elman with a "Night." Jack Waldron will emcee. . . . Barbara Orteig, who turned down a 20th Century-Fox flicker contract 8 years ago, currently Hostessing featured as co-host (with Bill Plante) a Mon-thru-Friday teleseries "Open House 12" on WISN, Milwaukee. Barbara is the talented daughter of Patt Barnes, who for years was one of the most popular radioafs in the east. . . . The new Goodson-Todman TV game show, "Say When" which NBCommences Monday, will be emceed by Art James, produced by Bob Rowe with Dick Schneider, megging. . . . Mike Merrick, whose deft handling of press relations for Harry Belafonte has earned the crack flack the respect and admiration of Ye Fourth Estators, has been retained to handle similar chores for Robert Goulet, who stars as "Lancelot" in the new Lerner-Loewe smash-eroo, "Camelot." . . . Jane Fonda, currently featured on Broadway in "Invitation To A March," will be starred in an NBC-TVehicle, "A String of Beads," skedded for early February with Whitman Chocolates, the sponsor. . . .



Bess Myerson

Most Companies to Close Early for New Year Holiday

Most member companies of the Motion Picture Ass'n. will close their offices early Friday in advance of the New Year holiday weekend. The offices, including MPA, will close at 1:00 P.M. They will also be shuttered all day Monday, Jan. 2.

L.A. Holiday Business Maintaining Good Pace

From THE DAILY Bureau

LOS ANGELES, Dec. 28. — A further check on last weekend's excellent holiday business here showed Monday's returns seven per cent better than Sunday, according to reports from NT&T theatres.

Mid-week business activity has key run operators anticipating a tremendous New Year's weekend gross for a healthy start in 1961.

Skelton Is Discharged From Coast Hospital

From THE DAILY Bureau

HOLLYWOOD, Dec. 28. — Red Skelton was discharged today from Cedars of Lebanon Hospital following major surgery last week.

The comedian is expected to spend a lengthy recuperative period before returning to work, while a number of top Hollywood stars will fill in for him on his CBS-TV shows.

Cantor Coming East

HOLLYWOOD, Dec. 28.—B. Gerald Cantor, president of National Theatres and Television, Inc., will leave here by plane on Monday for business conferences in New York.

PEOPLE

H. B. Chandler, of Montreal, has taken up new duties as senior U. S. representative of the National Film Board. He will make his headquarters at the board's office in Canada House, New York. Meanwhile, J. W. Dosman, who has been senior representative for the NFB in New York for the past three years, has returned to Montreal to become chief of the board's film sales division.

□

Ross Hunter, Universal - International producer, has been cited by leaders of the furniture industry "for his continuous good taste in set decoration and decor in all of his motion pictures." He will be awarded a special trophy at the Golden Chair Award luncheon in the auditorium of the Mart, Los Angeles, on Jan. 17.

□

Mrs. Dean Gray Edwards, president of the Federation of Motion Picture Councils, Inc., emphasizes the idea of children's pictures on her Christmas cards this year. The card lists 18 films of reeent release, from "Ben-Hur" to "Toby Tyler."

□

Ann Sunberg and Gerald M. Sunberg, operating as the Trio Amusement Co., are the new owners of the Strand Theatre, Philadelphia, the only all-night-operating neighborhood house in that city.

□

Ray Edwards, former sales representative with Howco Films, Atlanta, has joined the sales and booking department of Kay Films in that city.

□

George Taylor, veteran independent exhibitor of Glasgow, Scotland, is retiring from the film industry.

□

Ben Lorber, insurance head for Universal Pictures, who is president of the Jewish Community Council of Perth Amboy, N. J., was awarded a plaque for his services as president from 1957-1960 at the organization's annual installation meeting this week.

Sponsors 'Gulliver' Bow

ATLANTA, Dec. 28.—The Junior Chamber of Commerce sponsored the premiere showing of "The 3 Worlds of Gulliver" at the Rialto Theatre here as a benefit for the Boys Club. More than $5,000 was realized for a new bus to be used by the boys.

Bar Communist Films From Jordan Theatres

Special to THE DAILY

AMMAN, Jordan, Dec. 25. (By Air Mail).—Jordanian theatres have been instructed by the Interior Ministry not to import motion pictures produced in Communist countries.

Prospect of Dual Title Fights on Theatre TV Seen for February-March

A double-feature in title fights for theatre-tv is in prospect in the event Feature Sports, Inc. completes arrangements for a February light heavyweight match between Archie Moore and Erich Schoeppner of Germany.

The bout is being sought to precede the Floyd Patterson-Ingemar Johansson heavyweight title fight in Miami Beach by about a month.

Promoters point out that if the two title fights can be staged close together both could be put on theatre tv for little more than the television production cost of one.

TelePrompTer Corp. handled the first two Patterson-Johansson fights, establishing a new theatre tv grossing record and record for number of participating theatres for the second bout last June. The same closed circuit and community antenna tv operator is discussing a deal for the theatre tv of the third bout next March with Feature Sports and a decision is expected to be made today or tomorrow.

Not Interested, Says Kahn

However, Irving Kahn of TelePrompTer said yesterday that his company is not interested in handling the theatre tv of a Moore - Schoeppner fight, if one is arranged.

Kahn agreed that there is a good chance that new records will be set with the theatre tv of the third Patterson-Johansson fight on March 20 from the Miami Beach Convention Hall. The fact that for the first time both the Los Angeles and New York areas will not be blacked-out to theatre tv will add about 40,000 seats to the gross potential—the 70,000 that will be available in New York, minus the 30,000 that were sold in Florida last June.

Moving Expense a Factor

Some of that will be offset by the cost of moving television cameras and crews from New York to Miami but it still leaves a good margin for setting new theatre tv records.

Ancillary rights to the second Patterson-Johansson fight, including theatre tv, radio and motion pictures accounted for about $2,600,000 of the $3,500,000 gross. For that fight TelePrompTer had 231 theatre locations in 150 cities.

'Robinson' Reported Big

Walt Disney's "Swiss Family Robinson" opened to outstanding grosses during the Christmas holiday weekend in more than 187 cities across the country totaling $1,161,844 to date, according to Buena Vista. The figure represents a comparative gross of approximately 91 per cent of Disney's record - breaking "20,000 Leagues Under the Sea," which grossed over $6,000,000 in its domestic release.

'Sunday' Gets $244,496

"Never On Sunday" set an all-time record at the Plaza Theatre, grossing $244,496 in its first ten weeks, it was announced by Ilya Lopert, president of Lopert Pictures Corp.

Para. Meetings

(*Continued from page* 1)

tures set for release within the next six to eight months will head the agenda of the meetings. Participating in the conclave will be Barney Balaban, president of Paramount Pictures; George Weltner, vice-president in charge of world sales; and Jack Karp, vice-president in charge of production.

Films to be discussed include Marlon Brando's "One-Eyed Jacks," Ray Stark's "The World of Suzie Wong," Hal Wallis' "All in a Night's Work," Jurow-Shepherd's "Breakfast at Tiffany's" Perlberg-Seaton's "The Pleasure of His Company," Shavelson-Rose's "On the Double," Jerry Lewis' "The Ladies Man," Maleno Malenotti's "The Savage Innocents," Roger Vadim's "Blood and Roses," and Bryan Foy's "Blueprint for Robbery." Emphasis will also be placed on Paramount's greatly augmented short subjects for 1961.

Officials to Attend

Executives of Paramount's Eastern and Southeastern divisions, headed by vice-president Hugh Owen, will attend the New York meetings, which will be held at the home office. Chicago meetings, at the Ambassador East Hotel, will be attended by representatives of the mid-Western, Southeastern and West divisions, supervised by vice-president Sidney Deneau.

Both the New York and Chicago meetings will be directed by Pickman, assisted by Owen and Deneau. James Perkins, president of Paramount International, and Leonard Kaufman, vice-president and general counsel, will attend the sessions in New York.

Davis to Outline Plans

Martin Davis, director of advertising, publicity and exploitation, will outline merchandising plans for the upcoming releases, assisted by Joseph Friedman, exploitation manager. Also participating in the meetings will be Edward Chumley, U.S. and Canadian sales manager for Cecil B. DeMille's "The Ten Commandments"; Howard Minsky, assistant to Weltner; Joseph Gould, advertising manager; Harold Rand, publicity manager, and Herb Steinberg, studio publicity manager.

Attending the New York meetings will be division managers John G. Moore, Boston, and Gordon Bradley, Atlanta. Branch managers in attendance will include Myron Sattler, New York; Ulrik Smith, Philadelphia; Frank Saviola, Buffalo; William A. Meier, Cincinnati; Donald R. Hicks, Pittsburgh; Henry Germaine, New Haven; Herb Gillis, Washington; Harold Henderson, Cleveland; Lawrence Terrell, Charlotte; Fred Mathis, Jacksonville; Howard Nicholson, Memphis, and William Holliday, New Orleans.

Division managers Alfred Taylor, Chicago Tom Bridge, Dallas, and H. Neal East, Los Angeles, will attend the Chicago meetings, as will Gordon Lightstone, general manager of Affiliated Pictures Corp., new Canadian distribution organization for Paramount and Columbia Pictures.

Branch managers attending the Chicago meetings will include: Richard Frank, Chicago; Thomas Duane, Detroit; Frank Rule, Indianapolis; Ward Pennington, Milwaukee; Jess McBride, Minneapolis; Bernard Brager, Dallas; Charles Caligiuri, Des Moines; Harry Hamburg, Kansas City; Harry Haas, St. Paul; Arnold Shartin, Los Angeles; James Rickette, Denver; Donald Foster, Salt Lake City; Jack Stevenson, San Francisco, and Henry Haustein, Seattle.

Canadians Coming

Eastern and Canadian merchandising representatives Arnold Van Leer, Mike Weiss, Leonard Allen and Win Barron will attend the New York meetings, while Western representatives Alan Wieder, Henry Ehrlich and Everett Olsen will attend the Chicago sessions.

Home office sales executives Edward DeBerry, Jack Perley, Arthur Dunne, Ted Krassner, Fred LeRoy, Ben Shechtman and Jerry Limata will also attend the New York sessions.

Pre-Holiday Gross for 'Butterfield' $4,000,000

Prior to the Christmas weekend, Metro - Goldwyn - Mayer's "Butterfield 8" had already rolled up over $4,000,000 at the box office in reports from its first 500 engagements, the company reported. The reports did not include the tremendous holiday grosses.

Over 450 engagements were set for holiday playdates. MGM is blanketing the country with major holiday engagements, many of them holdover runs, as the attraction continues its exceptional box office pace. Huge grosses are being compiled in the film's fourth, fifth, and sixth and seventh weeks as it demonstrates its holdover strength, matching the business scored by "Cat On a Hot Tin Roof."

Loew's House

(*Continued from page* 1)

and Empire, latter-day victims of Manhattan's burgeoning commercial and residential demands, Loew's 72nd Street will leave no memories of live acting talent. The ornate showplace, which opened its door on Feb. 20, 1932, and is young as theatres go, has always maintained a policy of presenting motion pictures alone. In fact, it is one of the city's few theatres of its size (2,673 seats) without a stage.

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